

CLUB

The National Magazine
For Executives of Town
And Country Clubs

Management

June
1961

IN THIS ISSUE:

Our Gaslight Spectacular

How to Keep Members Happy

Weather Insurance

Staging a Western Jamboree

An Anniversary Ball

Face-Lifting a 20-Year-Old Pool

Dishes that are Different





100 PROOF
mellow bottled in bond



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light-hearted bourbon

Both belong

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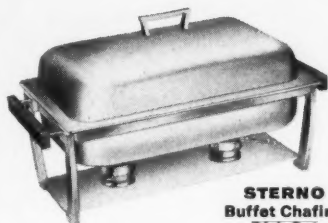


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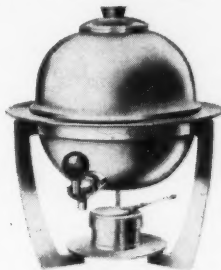
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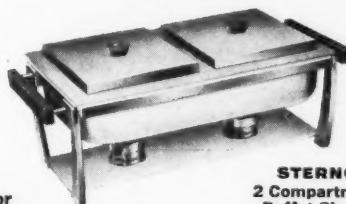
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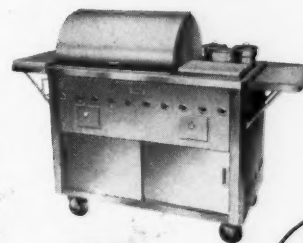
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Coming Next Month

The July issue of CLUB MANAGEMENT will be devoted, for the most part, to food. This year we'll put the editorial spotlight on the newest ideas in food and food service from representative club managers as well as other experts in the field.

You won't want to miss this big issue which will present ideas for buffets, parties, recipes, menus and other aspects of your restaurant operation. Included will be a feature article by Harry Fawcett, CM's food columnist, as well as a feature on warewashing by Arthur Dana, nationally known food service consultant who spoke at the CMAA Conference in Denver.

30,000 Golf Courses

A plan of action to provide 30,000 golf courses by the year 2000 was called for by Joseph M. Graffis, Sr., president of the National Golf Foundation at its annual meeting April 20 at the Hotel Biltmore, New York.

Mr. Graffis reported that this goal of almost five times as many golf courses as now are in existence reflects the growth of golfing activity. In 1960 there was construction of 190 regulation courses, 35 additions and 51 par-three courses.

During the six-month period ending March 31, construction was started on 118 full-length courses and 27 additions as compared with 97 new courses and 20 additions in the same period a year ago. There were 176 new builders of par-three courses compared with 118 a year ago.

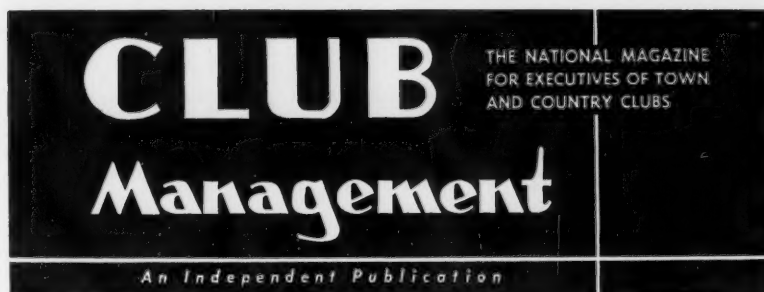
Dean Meek Honored

Dean Howard B. Meek of the school of hotel administration, Cornell University, was awarded the Partridge Oscar, a bronze statue of a partridge bird, at a meeting of the Partridge Club held on Valentine's Day at the Hotel Pierre, New York City.

The award was made for the help Dean Meek has given the club in selecting students over the past 25 years to receive the two scholarships sponsored by the club, the Partridge Club Scholarship and the Henry G. Duvernoy Memorial Scholarship.

The club also honored Mrs. Alice Statler, trustee of the Statler Foundation, as "Lady of the Year." The Foundation has been helpful to the Cornell school of hotel administration.

Mrs. Lillian Cervini, wife of Anthony A. Cervini, president of the club, was chosen "Valentine of the Year."



Title Registered

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NO. 6

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Our 50th State—Hawaii Courtesy, United Air Lines

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LOS ANGELES: Smith and Hollyday, Inc., 5478 Wilshire Blvd., Tel. WEbster 8-0111.
SAN FRANCISCO: Smith and Hollyday, Inc., 22 Battery St., Tel. YUkon 1-1299.

CLUB MANAGEMENT is published monthly by the Commerce Publishing Company. Second class postage paid at St. Louis, Mo., and at additional mailing offices. Subscription rates: Three years \$6.00; two years \$5.00; one year \$3.00; 50c a copy. Convention issue and back copies \$1.00 each. Contents copyrighted 1961 by Commerce Publishing Co.

CLARK PUBLICATIONS: Club Management, Picture and Gift Journal, Mid-Continent Banker, The Local Agent, Life Insurance Selling, Mid-Western Banker.

DESIGNATED BY THE CLUB MANAGERS ASSOCIATION OF AMERICA AS OFFICIAL PUBLICATION

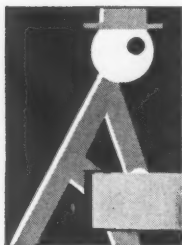
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TRUMPING THE CLUBS

Dewey F. Kennon has been appointed manager of the beautiful new Meadowbrook Country Club in the St. Louis area and assumed his new duties on May 1.

Mr. Kennon for the past nine years had served as assistant manager, and on occasion as interim manager. Prior



Dewey Kennon

to his association with Meadowbrook he was with the St. Louis firm of Wohls, Inc., and operated one of the firm's restaurants for ten years.

Mr. Kennon is married, is a member of the CMAA and the St. Louis District Chapter.

Mr. and Mrs. Jay M. Moon have assumed their duties as the management team of Tug Valley Country Club, Williamson, W. Va.

The Moons have managed several clubs in Texas: the Lubbock Country Club; Greater Dallas Club; Preston Hollow Country Club, Dallas; Willow Brook Country Club, Tyler; and the Villa Camille Hotel, Hunt. They also managed the Oaks Country Club, Tulsa, and the Bethesda (Md.) Country Club.

Both Mr. and Mrs. Moon are resident graduates of the Lewis Hotel Training School, Washington, D. C., and are members of CMAA.

A new clubhouse at Tug Valley and improvements to the golf course are being completed at an expenditure of \$100,000.

Dean Howard B. Meek of the school of hotel administration at Cornell University, who will retire July 1, was presented with an honorary membership in CMAA at a testimonial dinner held for him April 3 at the Mayflower Hotel, by the Cornell Society of Hotelmen, Washington, D. C., chapter.

CMAA Director Richard E. Daley, manager of the Army Navy Country Club, Arlington, Va., made the presentation of the scroll before the group of over 100 members of the club and hotel field. Past presidents of the American Hotel Association and the National Restaurant Association spoke briefly.

Dean Meek, who has spent 40 years in the education and preparation of young men and women for the hospitality field, has a B.S., M.A., and a Ph. D. in philosophy and one in the science of education.

Portions of the resolution read "Whereas Howard Bagnall Meek . . . has long been aware of the challenge and possibilities in the field of club management, as evidenced by the long establishment of an elective course in club management; and . . . he was active in the organization and establishment of The Statler Club; the school of hotel administration has provided facilities and faculty for a short course

in club management since 1956; and . . . he honored this association by his attendance and inspired the members by his addresses at several annual conferences . . . be it resolved that Howard Bagnall Meek is elected an honorary member in the CMAA."

West J. Matthiessen became manager of Oak Ridge Country Club, Hopkins, Minn., March 16, and reports that the operation is running smoothly.

Mrs. Eleanor Mitchell is assisting Mr. Matthiessen.

Emil Bilstein was named manager of Topeka (Kan.) Country Club April 5, succeeding William Benedict.

Mr. Bilstein, who has been supervising chef at the club for eight years, previously had been at the Kansas City (Mo.) Country Club. He was born in Germany and at the age of 14 apprenticed out to noted chefs in Europe. He served in club, hotel and resort positions before taking his first job in the U. S. in 1953.

The Topeka club's former manager, Mr. Benedict, was praised editorially in one of the local newspapers for his work at the club.

Leonard Flowers, new manager of the Troy (N. Y.) Club, was guest of honor at a reception given by more than 60 club members and friends April 3.

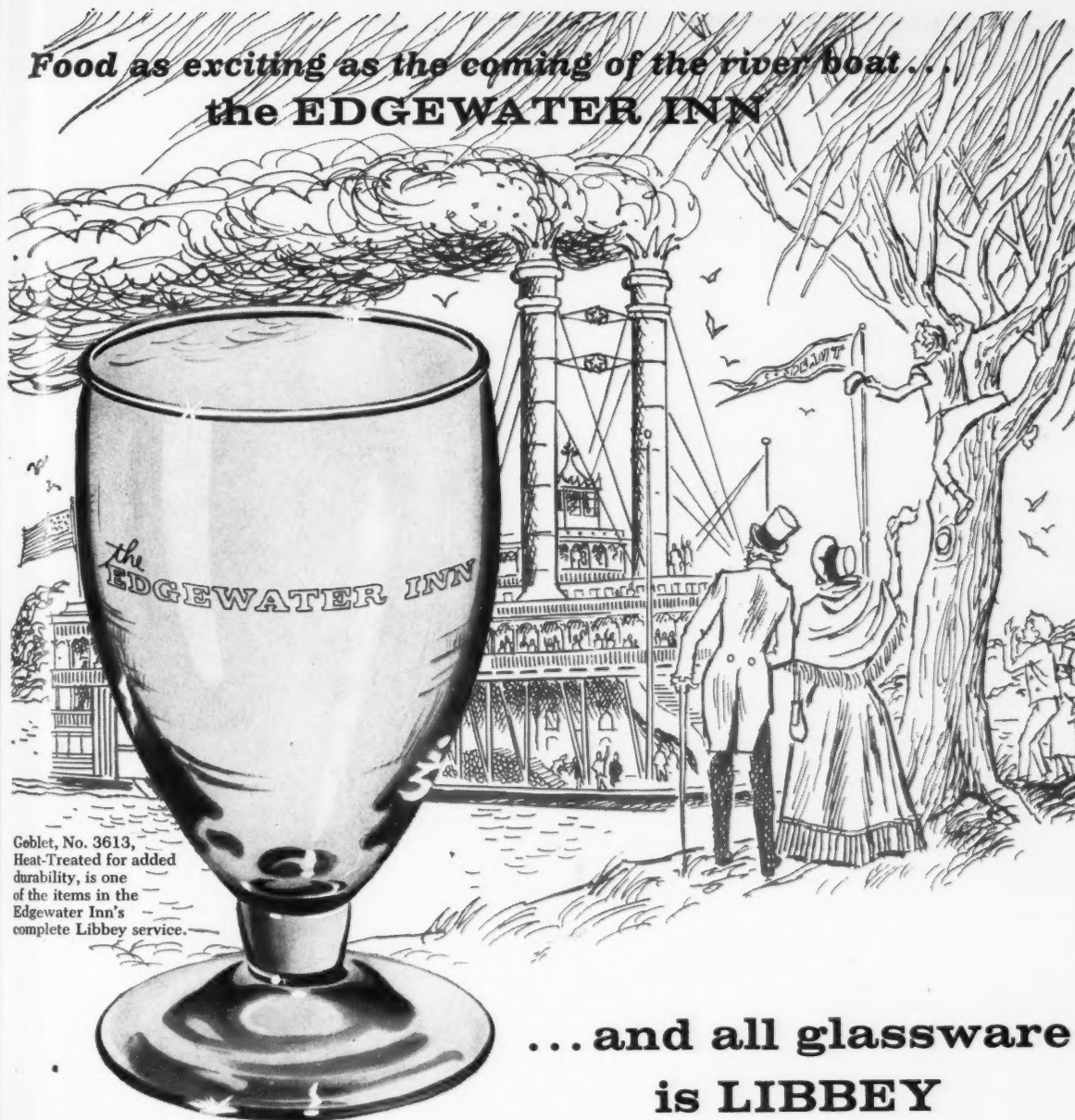
Mr. Flowers was manager of Keeler's Restaurant, Albany, N. Y., before taking over management of the club.

Dean Howard B. Meek, second from the left, school of hotel administration, Cornell University, was presented with an honorary membership in CMAA at a testimonial dinner in his honor held April 3 at the Mayflower Hotel, Washington, D.C. Making the presentation is Richard E. Daley, CMAA director and manager of the Army Navy Country Club, Arlington, Va. Looking on are W. W. Grice, president of the Washington Chapter of Cornell Society of Hotelmen, which sponsored the dinner, and Mrs. Meek.



CLUB MANAGEMENT: JUNE, 1961

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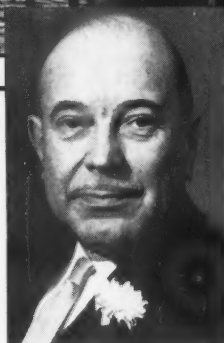
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The gracious lounge area of the Drug & Chemical Club, New York City

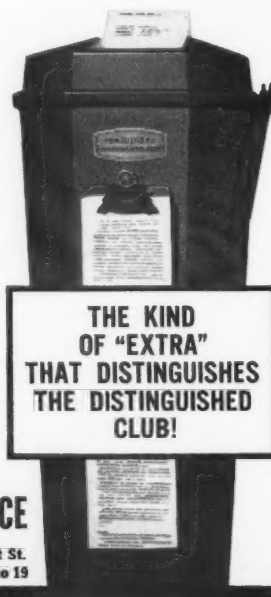
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Finn V. Petersen

Finn V. Petersen, formerly manager for four years of the Denver Petroleum Club, has accepted a position as general manager of Green Gables Country Club, Denver.

Before managing the Petroleum Club, Mr. Petersen was assistant manager at the Denver Athletic Club and Cherry Hills Country Club, also in Denver. Green Gables is scheduled to reopen this month at the completion of an extensive remodeling and expansion program.

Mr. Petersen was president of Mile High Chapter of CMAA in 1960-61 and was re-elected for this year.

Carl Bannas has become manager of the Country Club of Little Rock.

Mr. Bannas previously has been affiliated with the Memphis Country Club; University Club and the Parkview Hotel, Memphis; and Holiday Inns in Memphis, Sarasota, Fla., and Sumter, S. C. He played pro football for five years and has directed baseball programs in Tennessee and Florida.

Johnny Jordan has taken over management of Live Oak Country Club, Weatherford, Tex.

Formerly Mr. Jordan was assistant manager of the Crazy Hotel, Mineral Wells, Tex., and his wife, Avis Rochelle, managed the dining room. He has managed the Crawford Hotel, Midland, Tex., and the El Sombrero, Dallas, among others. Mr. Jordan also plays the piano and has been associated with the orchestras of Harry James, Herbie Kay and Jack Amlung.

Raymond McDonald is golf pro at the club.

On the club's agenda was an open house April 8, an Italian supper April 14, and a presidential ball on April 22.

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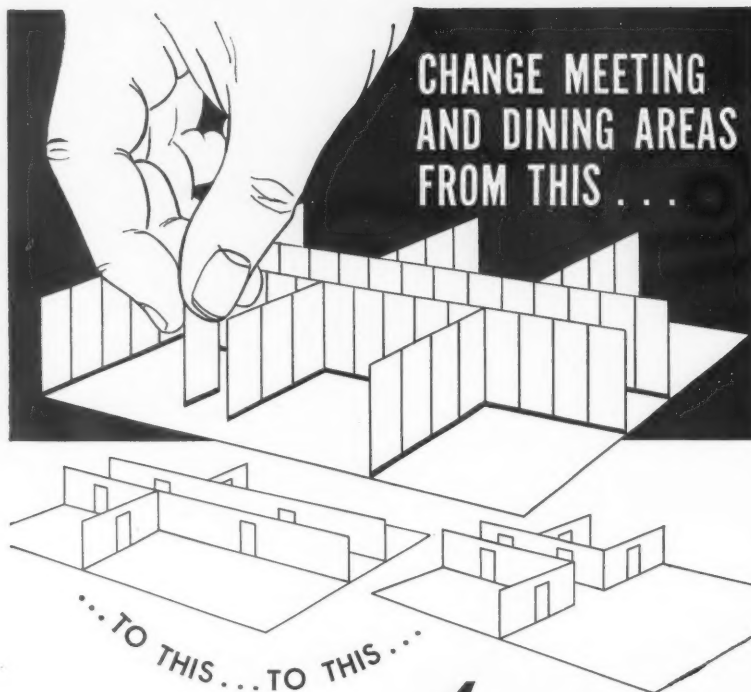
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M/Sgt. Clarence Price

M/Sgt. Clarence Price, manager of the Non-Commissioned Officer's Club, Tinker Air Force Base, Okla., recently was presented with the Air Force Commendation award for performance of his duties as manager of the Non-Commissioned Officer's Club, Barksdale Air Force Base, La., from February, 1958, to July, 1960.

The citation accompanying the medal said that M/Sgt. Price's direction brought the club from a very low position to one of the highest in the Strategic Air Command. Under his management the earned surplus of the club rose to \$68,000.

Sgt. Price is a member of CMAA.

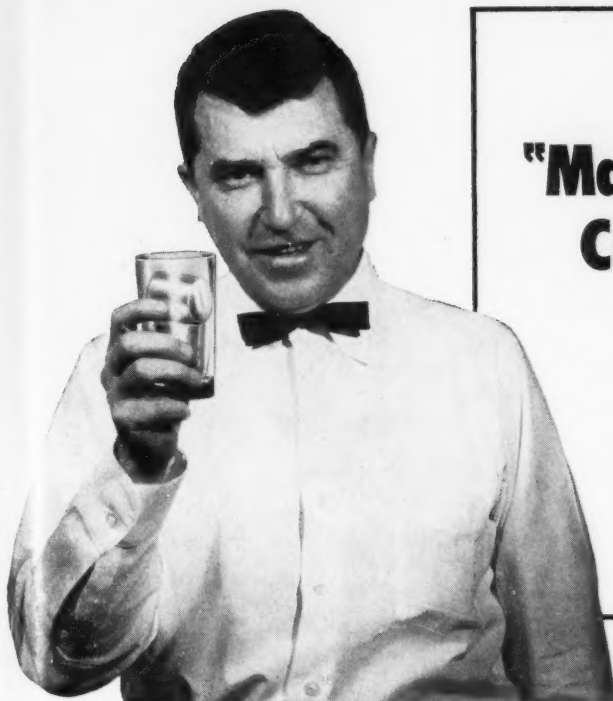
Steve J. Novak, formerly manager of the Maumee River Yacht Club, Toledo, Ohio, has retired from the club field. He and his wife have a home in Hollywood, Fla., near a couple of other retired club managers. In the note we received from Mr. Novak, he said he plans to attend the 1962 conference in Miami.

Calvin C. Buswell has become manager of Blue Mound Golf and Country Club, Milwaukee, succeeding Chester Walters, who died March 12.

Mr. Buswell has been manager of Merrill Hills Country Club, Waukesha, Wis., since 1958 and before that was manager of the Alonzo Cudworth American Legion Post, Milwaukee, for three years.

A graduate of Michigan State University, he is a member of Badger State Chapter of CMAA.

Frank McCaffrey has been named to the newly created position of manager of Nemacolin (Pa.) Country Club. The club is planning an improvement program of about \$50,000 this year.



"Man Sized Scotsman Cubes give a Big Lift to our Bar Service"

... that's the opinion of Wendy
Leier, veteran bartender of
American Legion Post #435.



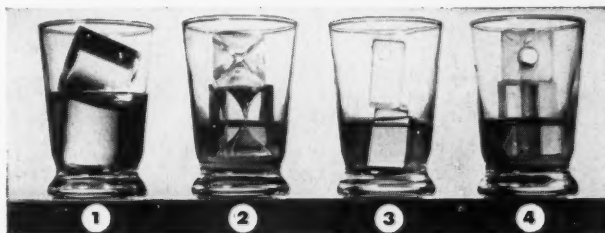
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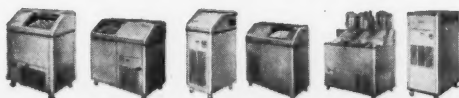
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William Dover

William Dover, formerly manager of the Rockhill Club, Kansas City, Mo., has been appointed general manager of the Ridgeway Country Club, Memphis.

For many years Mr. Dover has been associated with clubs in Kansas City; before becoming manager of Rockhill, he was at Oakwood Country Club for seven years and before that at Bluehills Country Club.

Albany (N.Y.) Country Club, where Duane K. Skinner is manager, has acquired a 1000-acre site about six miles from its present location with construction for the first of two 18-hole golf courses scheduled to start immediately.

The title to the club's present home was taken by the State of New York under its power of eminent domain to be used as a campus for a new state university. The club has been on its original 325-acre site since its founding in 1890.

The new club will be located on a plateau with a view of Albany, Troy and Schenectady and of the Berkshire, Green and Helderberg Mountains. Robert Trent Jones is designing the golf courses, with the first one expected to be playable by 1963. Clubhouse plans are incomplete.

Mr. Skinner has been manager of the club for 20 years.

Frank A. Ludwig writes that for the third year he will serve as president of the International Geneva Association Square Club, New York City. Most of the members are club and hotel managers and members of Chefs de Cuisine.

The club's 91st communication meeting was held April 24 at the Hotel Warwick, New York City, with Honorable Joseph F. Periconi, commissioner and a member of the Transit Authority, as guest speaker.

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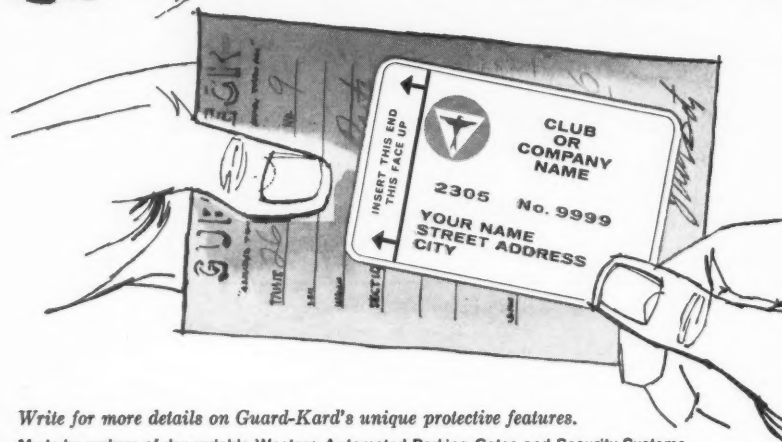
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Jacques Aimi

Jacques Aimi, Woodmont Country Club, Rockville, Md., was honored at a formal dinner-dance given recently by the members of the National Capital Chapter of CMAA.

On behalf of the members, Mendell Rice, University Club, Washington, D. C., presented Mr. Aimi with a sterling tray engraved, "For his outstanding service to the chapter over the past years," and a sterling cigarette box engraved, "Jacques Aimi, president, National Capital Club Managers Association 1960-61."

Ralph Lemon, general manager of Kenwood Golf and Country Club, Washington, D. C., was host for the event.

Charles A. Rogers, 73, who had been associated with the Hartford (Conn.) Club since 1906, died April 10.

Mr. Rogers celebrated his 50th anniversary as an employee of the club in 1956; he had served under 27 club presidents.

He is survived by his wife, Mary A. Kelley Rogers, several nieces and nephews.

John Joseph Fennelly, 60, assistant general manager of the Westchester Country Club, Tarrytown, N. Y., died April 9 of a heart attack. Mr. Fennelly had become associated with the club in 1929.

Roger Garrett has accepted the position of manager of Lakepointe Country Club, St. Clair, Mich. He will be assisted by Mrs. Sandy Wood.

Mr. Garrett, a 1957 graduate of Michigan State University's hotel management school, has been associated with the Beverly Hilton Hotel, Beverly Hills, Calif., and was assistant manager of the Oasis Hotel, Palm Springs, Calif. He was assistant officer of the Officers' Club, Camp Barrett, Quantico, Va., while he was in the U. S. Marine Corps.

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15

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The Cleveland Athletic Club's remodeled locker room features metal dressing booths with candy-striped curtains, and a red and brown ceramic tile floor.



"The Alibi Room," which is the club's lounge with its own private Hall of Fame, has a display of pictures of members who have made their names nationally known as athletes. In the background, just off the lounge, is the club coffee shop which has a stainless steel kitchen and red tile floor.

Clem Young, manager of the Cleveland Athletic Club, reports that the club has completed a remodeling program in the athletic department locker room and lounge.

A coffee shop off the lounge has a stainless steel kitchen and red Vinyl tile floor. Large murals of the club's athletes in action cover the walls. Mr. Young says the aluminum chairs, new lighting and subdued music of the room make it a popular eating place in the club for athletes and their guests.

The lounge, called the "Alibi Room," has red carpet, black and coral leather chairs and settees, and the walls are done in shades of charcoal fabric. This is the club's "Hall of Fame" with photographs of members who have reached national fame in the sports world—such members as Lou Groza, Cleveland Brown all pro; Dante Lavelli, Cleveland Brown all pro; Walter Ward, Hall of Fame bowler; Bob Feller, Cleveland Indian pitching star.

Bob Kennedy, Cleveland Indian outfielder and farm system director; Roger Peckinpaugh, Yankee infielder and Indian manager; Otto Graham, Brown all pro quarterback; Tris Speaker, for-

mer Indian manager in national Hall of Fame; and Billy Evans, former general manager of the Tigers and American League umpire.

The club's locker room with red and brown ceramic tile floor is highlighted by metal dressing booths with candy-striped curtains, new lighting, attendant's desk and lockers.

Looking toward the future, the club offers the inducement of low dues to young men. Manager Young pointed out that the club makes it easy for young men to join under its class set-up: In a class C (21-29 years old) initiation fee is \$100 and dues \$9.60 a month; in class B (30-34 years old) initiation fee is \$300, dues \$16.80 a month; at 35 years of age members fall into the A class and dues become \$24. The initiation fee is paid only once and as the members grow older and progress from one class to another, only the dues increase.

Helmut Gosse has been named manager of Milwaukee Country Club. Mr. Gosse formerly managed the St. Charles (Ill.) Country Club and clubs in Toronto, Ontario, Canada.

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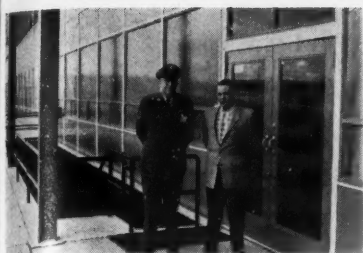
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M/Sgt. Edward W. Marrs, right, is shown with M/Sgt. Harold Straughan, in front of the beautiful new NCO Club of the Air Force Academy in Colorado. The NCO Club was formerly located in an old house on the Air Academy grounds and only recently moved to its new location.

Sgt. Marrs has developed a well-rounded program of entertainment at his club and reports since moving business at the club has shown an increase due to greater membership participation.

Sgt. Straughan works with the Open Mess Branch, HG, Air Defense Command in Colorado Springs.

Never has the building boom in clubs been so in evidence in the New Jersey area, with the following club construction pointed out in an article from the Newark (N. J.) *News*:

Forsgate Country Club, Jamesburg, a \$350,000 remodeling and enlargement program with an additional nine holes on the golf course to be opened in August not included in the cost figure; **Essex Fells Country Club**, \$400,000 remodeling and enlarging with new pro shop; **Rock Spring Club**, West Orange, \$375,000 remodeling with golf course sprinkling system and swimming pool.

Maplewood Country Club, \$400,000 kitchen, dining room, cocktail lounge and swimming pool; **Atlantic City Country Club**, Northfield, \$75,000 addition including pro shop; **Baltusrol Golf Club**, Springfield, \$50,000 pro shop; **Spring Brook Country Club**, Morristown, \$32,000 refurbishing men's locker room, new halfway house and pro shop addition; **Canoe Brook Country Club**, Summit, \$30,000 men's shower room; and **Hollywood Golf Club**, Deal, \$25,000 pro shop.

Keith Hart on April 12 became manager of Richmond (Va.) Country Club, succeeding Guy Riggs, who had been acting manager.

Mr. Hart, who was graduated from the University of Maryland, retired in

(Continued on page 56)



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Bathtub Gin And The Charleston Set Mood for

Our GASLIGHT SPECTACULAR

As a spectacular the gaslight party we held at our club proved itself. There was elaborate, enthusiastic preparation. The evening itself was fun and profitable.

Reservations poured in so fast that the party planned for 500 on a Saturday night developed into a two-night event with a turnout of 1200.

Looking at nothing but the finances, it was a successful party. We took in \$12,000 with expenses of \$8,000. Our drinks sold for \$1; at the bars alone we took in \$6,000. The charge for the party was \$10 per couple.

The arrangements for entertainment were made by members, Dr. and Mrs. William Kendrick, with Burton Browne of the Chicago Gaslight Club. We patterned our layout and decorations for the party after the famous Chicago club. Our club was the first to have a Gaslight party with the consent of Mr. Browne. He attended the party and commented on the authentic duplication of his club.

The Kendricks worked with a committee of 70 members, with a group

supervising the details of decoration in each room of the clubhouse.

Since we wanted each room to look as if it was set in the old gaslight era of the 90's, we cleared the clubhouse of furniture, drapes, pictures and other fixtures. Most of the furnishings for the party were supplied by members of the club.

Bars, either built specially for the event or donated, were set up in every room. They were constructed long and wide so can-can girls could dance on them. Girls from Chicago's Gaslight Club were imported to sell all the drinks and to entertain.

At the entrance of the clubhouse were snow men made of ice chips from a local ice plant. The snow men held signs reading "Happy New Year." We celebrated New Year's at midnight, which was a surprise to everyone since our party was held in late fall. Gaslights used around the outside of the club were donated by a firm from Evansville, Indiana.

Admission was by a key number issued on the reservations. A special lock was put on the door of the club which



By C. O. Caskey
 Manager
 Country Club
 Of Indianapolis

could be opened only with the special Gaslight key which was mailed with each reservation.

In the custom of the Chicago club, members moved from room to room for the evening's entertainment.

Off the lobby was the Theodora Room with piano entertainment in a Gay Nineties atmosphere. Members walked down the hall on a board walk past the Old West village and through swinging doors into the Last Chance Saloon. There we served nickel sandwiches, guests making their own at the bar. At 11 p.m. we served a buffet of foods which required no cutting before eating. The centerpiece was a cake made of spun sugar topped with a Gaslight lamp, wired to light.

Across the hall the Vanderbilt Room had the decor of an elegant after-theater club and featured a blues singer and a singing bartender.

Our ballroom was the main room for entertainment and was called the Speakeasy. Two old telephone booths, donated by the Indiana Bell Telephone Company, equipped with buzzers and having doors in the back provided entrance to the Speakeasy. Mentioning



CLUB MANAGEMENT: JUNE, 1961

the password, "Joe sent me," after pressing the buzzer three times, members were admitted to the room by a Gaslight girl.

Can-can girls danced on top of the bars, the Chicago dixieland band played and one of the Speakeasy Room girls did the Charleston as the featured spot of entertainment.

Down the back hall in the Gashouse Room, members could slip away for a nip of "bathtub" gin, served in tin cups. A bathtub found in the basement of a member's office was hand-painted and decorated, with faucets and feet added. The gin, which was cooled by floating cakes of ice, was stirred with a paddle.

There were ten bartenders in the various rooms of the club, but no waiters since the Gaslight girls sold all the drinks. Paper money, "Gaslight Bucks," was used to purchase drinks and at the game tables.

Guests from Highland Golf and Country Club, Woodstock Club and Meridan Hills Country Club were invited, coming to the club by buses on "champagne flights." We used four buses on Friday night and five on Saturday. Gaslight girls served champagne enroute. Actually we lost money on the "champagne flights." We charged only \$2 per couple for a round trip instead of the \$4 we should have charged.

The local newspapers gave us so much publicity three weeks before the party that reservations were closed four days before the gala event.

The success of the spectacular warranted all of the preparation that went into it. We're planning to have a Gaslight party again this year, and hope to make even a better profit on it. ■ ■



Focal point of the formal garden decor was a fountain banked with white azaleas, begonias, geraniums and hyacinths.

How Colonial Staged Its Anniversary Ball

*... details on handling
music, decor and food*

"We're going to give 'em the biggest and fanciest party this town has ever seen!"

That statement to Colonial Country Club's board of governors in the Fort Worth clubhouse came not from Billy Rose, who is accustomed to out-Texaning the Texans, but from Vergal Bourland, the club's nonstop manager.

And now Mr. Bourland has a hunk of rainbow around his Stetson for pulling off a Silver Anniversary celebration for the club that topped all Texas superlatives.

Under the aegis of the manager, the

silver anniversary committee managed to accumulate a fabulous collection of sterling silver, which members viewed for the first time at the two balls which culminated the celebration. Meticulously planned, the silver collection (including flatware) contains every serving piece anyone might wish for a superb party and was donated entirely by Col-

*By Miss Dorothy Quinan
Country Club Publications
Oklahoma City*

onial's members. The collection is for their own private parties at the club and for significant club events. It is displayed in a custom-built Chippendale breakfront, and the silver donors are acknowledged on a sterling plaque. The collection of sterling is in perfect rapport with Colonial's gracious interiors.

Careful planning and attention to details spelled success for Manager V. Bourland's party

Asked if donations were difficult to obtain, the manager replied, "No indeed, it was just a matter of using the utmost care in choosing the committee charged with that particular responsibility. You get the right men and you've got any project made!"

When it came time to select the music for this party, Mr. Bourland remembered that Paul Whiteman also could celebrate a 25th anniversary, for it was in 1936 that the maestro opened Fort Worth's famous Casa Manana. He decided it was a natural to have the man with the well-known baton emcee Colonial's 25th anniversary and then to have a couple of other good bands thrown in for dance music variety.

Getting The Band

Some committee members knew of Mr. Whiteman's "disinterest" in such affairs and discouraged Mr. Bourland from the outset. A top name band, they thought, such as Freddy Martin's, would be the answer.

Within an hour after the meeting with committee members he had learned that the Martin band was engaged in California, could be flown to Fort Worth for two nights (with another West Coast band subbing for him there at Colonial's expense) and had made a note of the total cost of that possibility. He still was convinced, however, that Pops Whiteman should fit into the picture somewhere. Those who had personal knowledge of Manager Bourland as a bargainer, particularly in reference to anything he considered "for the good of the club," knew that somehow, they'd have Whiteman.

Getting Whiteman

"It wasn't easy!" he admitted. He called the maestro several times and although the famed musician was courteous, refused to be interested.

"I'm doing concert work now—and only when I want," Mr. Whiteman explained. "I'm too old to be running around the country for some celebration." Undaunted, Mr. Bourland flew

to New York to talk it over . . . and came home with Paul Whiteman signed up for the Anniversary Balls.

Other Bands

Mr. Bourland also lined up Jack Teagarden and his band, Shep Fields and his band to alternate types of music each night . . . with the special plum of Paul Whiteman conducting both bands and his own key men from New York plus nine of the best local musicians (27 pieces) in a concert highlight of the evening doing "Rhapsody in Blue."

Add to this the thrill 15 young debutantes must have gotten when they were presented to Fort Worth society at the Ball by Paul Whiteman.

After consulting dozens of qualified people regarding Ball decorations, a young local florist was selected. The club was resplendent in a setting of topiary trees, azaleas, and arches of smilax reminiscent of a formal French garden.

Determining Menu

To determine the seven-course supper menu, Mr. Bourland had his chef and his maitre d' submit three menus each. He created three of his own, and from the nine, one ultimately was chosen as the best and within the budget.

The menu included hors d' oeuvres (Italian plum tomatoes stuffed with smoked salmon, celery hearts with Roquefort cheese, ripe and green olives), cream of watercress soup, abalone fish, beef stroganoff with mushrooms, rice saffron, Belgium asparagus, salad Neptune, and Creme Sainte-Cecile aux Fruits flamed.

For the occasion the chef invited two of Dallas' top chefs to join him and Manager Bourland invited Gino Marazzi, of Ridglea Country Club, to serve as Maitre d'. He imported a coterie of top waiters and several times called the entire company to the club for rehearsals.

Tables of four, eight and 12 were set up, complete with the special linen, china and silver and the placecard to



Vergal Bourland

be used at the Ball. Employees went over every step of service again and again, eliminating every possibility of a slip-up. Unknown to the club's board of governors, at a regular meeting they served as guinea pigs on a trial-run of the menu two weeks before the Ball. Mr. Bourland had the entire dinner served to him a week before the occasion. Extra help was given a thorough tour of the club five times, to insure familiarity with every conceivable request that might arise.

Check List

A check sheet, reminding one of a sheet a captain of a new jet might use, was employed during each step of the meticulous planning. Assignments were given to each department head and written reports turned in to the manager. The night before the celebration, a complete dress rehearsal was held with every step of the evening carried out from the moment a member entered the door to its conclusion.

The Balls were a tremendous success; everything went off well.

The Cost

How much did it cost to put an affair of this magnitude? The music and the decor and the imported foods came to a figure resembling mileages between stars, to some clubs. The essential personnel is high, and liquors in the aggregate mount up.

But these costs are calculable and conceivably could be written off in short order with planned profit from other activities. However, there is no fixed price on the amount of detail work involved. "Yep, it was a real whing ding," Vergal Bourland told this writer, in February, "but right now I'm concerned about the plane we are chartering to take members to Augusta to the Masters, then there's the National here in May—lots of work ahead. Excuse me, if you please, I've got to get at it." ■ ■



We rope 'em in with A Western Jamboree



*By John Copeland, Manager
Riverdale Country Club
Little Rock, Arkansas*



The new Riverdale Country Club looked and sounded like Dodge City at our annual western jamboree.

The club became a place of fun and frolic as guests arrived by wagon, buggy, on horseback and by jackasses. They were greeted by gunfire, whoops and hollers.

The entrance to the club was the scene of a typical western street. As members entered the clubhouse, they signed a register book, and the new arrivals were announced to the saloon crowd. They were dressed in almost every kind of attire that can be imagined.

Our main ballroom had been transformed into the Long Branch Saloon. A deal had been made with the local sawmill to save pine slabs for us. Then a bar 60 feet long with a footrail was constructed with the pine slabs. The back bar was made of the same pine slabs with many mirrors, including an unusual antique mirror donated by one of our members for use at the party. With the help of the liquor houses, displays of fake bottles were made, including huge, oversize bottles.

There were the usual murals of buxom bar girls on the wall behind the bar and sets of longhorns placed between the mirrors. The ceiling was covered in pine boughs.

We had ten bartenders, all dressed in derby hats, white shirts with pulled up sleeves held by fancy garters, and

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colored vests. An Indian, Tonto, was sweeping the sawdust floor.

In one end of the saloon was the casino with a dice table, a table for chuck-a-luck, a blackjack table and other games and machines of chance. Of course, the bouncers kept busy, adding to the fun.

On the walls of the entire room were caricatures of western scenes, cowboys, cowgirls, the town's drunk and old Doc Halliday.

We had a variety of entertainment. There was a jail and Hanging Judge Parker's court and bench, all made of pine slabs. A marshal and deputies had been secretly appointed to haul varmints to jail for trial. One of the ladies of the club had been persuaded to form a can-can girl chorus; they put on a real show. There was a western band, square dancing, special numbers and readings of the famous "The Face on The Barroom Floor" and the "Shooting of Dan McGrew." Spontaneous numbers by several club members highlighted the evening. Prizes were given for the best costumes.

A regular dance orchestra took over at 11 p.m. All the dining areas were done in a western motif with long-horns, scenes of the old West, tables covered with red-checked tablecloths, whiskey bottles with candles, and lots of small souvenirs. The main cocktail lounge was designed as a real "den of sin" with decorations on the same western theme with many bar girls. We took one private dining room and made it into "Madam's Parlor." The lounges were covered with satin, pillows of the same were all over the floor and there was incense burning.

At the opposite end of the ballroom from the casino was an old-fashioned chuck wagon filled with western and Mexican foods, which the cook served all night. There was no dinner served. However, there were snacks available at the bar all evening in addition to the chuck wagon breakfast. On the bar were bowls of pickled pig's feet and pickled eggs, pretzels, cheese, crackers and nuts. Cost of the party including breakfast was \$3 per person.

At the high point of the evening, there was a train robbery of the famous Border train. The Good Food Line train replica was designed from the picturesque old "Iron Horses" used in the 1800's. The train, which is 60 feet long with engine, tender, flatcars and caboose, is self-powered, has smoke coming out of the stack and a bell that rings. It has been exhibited widely, and we were able to obtain it for the party.

Until the last gun was stashed away, the clubhouse reverberated with the sound of gunfire, squeals and western jargon in one of the most successful parties we've had at Riverdale. ■ ■

How to Build Your Party Around a Special Event

By *Alphonse Raes, Manager*
Minikahda Club
Minneapolis

When the Minnesota football team was selected to play in the Rose Bowl, the members of Minikahda decided to schedule a Rose Ball for New Year's Eve.

The theme of roses was carried out in the color, decorations, music and invitations for the party.

A huge bowl of red and pink roses, almost as high as the clubhouse, was set between two goal posts in the front yard of the club. The entrance was decorated with trellises of red and pink roses. Tablecloths throughout the club were alternating red and pink, with centerpieces of red roses. And the wall used as background for the orchestra was covered with roses in the two colors.

Our invitations were designed as pink football tickets, printed in red with the information: New Year's Eve Rose Ball; Minikahda Club; Home Team Uniform—Black Tie; Kickoff Time—7 p.m. December 31, 1960; Half-

time Entertainment—"Symphony of Roses;" Mixer Tables Arranged; \$10 per person; Midnight Champagne. They were printed with the row, gate and seat numbers at the ends and looked quite authentic.

Dinner featured a mignon of beef with a pink choron sauce and fruit salad sprinkled with pomegranate seeds. The dessert, also pink, was a rhum dubonnet ice cream parfait. Seven strolling violinists played the "Symphony of Roses" music during dinner. This entertainment was extremely effective and very well received.

The party drew a large attendance and all the members were excited, of course, with hope of victory at the Rose Bowl which, of course, was not to be had. Using an idea that tied in with a special and timely event in the area of our club was practically guaranteed to evoke enthusiasm from our members. Such a timely event at any club can be put to use as a party idea. ■ ■



How to Keep Club Members HAPPY



by Edward K. Zuckerman
Honorary Life President
Brentwood Country Club
Los Angeles

This is the second of two articles taken from a speech given at a meeting of the Club Managers Association of Southern California by Edward K. Zuckerman, for nine years president of the Brentwood Country Club, Los Angeles; and now its honorary life president. The first article concerned the board-manager relationship; this one offers suggestions on club operation.

Keeping club members happy requires quite a bit of ingenuity, as all managers know. However, there are several basic operational procedures which will help establish a contented membership. Here are my suggestions:

(1) Surround yourself with good assistants and good help. If a department is not clicking, make changes quickly. Do not keep incompetent help because of sympathy or for some other reason. (It may cost you your job.)

(2) Handle most matters yourself. Do not waste the time of your board or your president. If you are in doubt as to whether you have authority, clear it with the president. When you attend a board meeting be sure to streamline your activities and presentations, you

will gain a more careful hearing. Brevity means a lot to busy men. The manager who knows this is on the road to success.

(3) Also, I suggest you help your president shorten board meetings by arranging an agenda for him. Send out copies of letters, correspondence and reports to the board members before a meeting, if at all possible. This will save time at the meeting. After each meeting send out copies of the minutes to the board of directors. By keeping absent board members up-to-date, you will further save time.

(4) Take care of "little things" around the club. When Michelangelo was at work on one of his masterpieces, he was asked why he was spending so

much time on a small detail. He answered, "Trifles make perfection, but perfection is no trifle!"

There are any number of things around a club that annoy members and should be taken care of. For example, it may be an old, ugly wastebasket that has been in the club for years and makes an unsightly corner, or it may be the shoe shining department that needs modernizing and cleaning.

These things, to be sure, are "trifles" but they are annoying. All they need is your attention. Actually, what "separates the men from the boys" and makes a good manager or a poor manager is the total of little things accomplished. What kind of manager you really are is shown in small ways.

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TOMATO FISH FRY ITALIANA

Combine tomato sauce, such as Hunt's, with a little water and horseradish (optional). Dip fish fillets in sauce, then in seasoned bread crumbs (dill is delicious). Chill. Deep fry in Heavy-Duty MFB at 350°. Sprinkle with Parmesan cheese and chopped parsley.

DEEP FRIED HAM KABOBS

Cube ham ends or lunch meat. Place on skewers alternately with pineapple chunks and green pepper squares. Roll in seasoned flour or bread crumbs. Then dip in egg beaten with a little water. Roll again in seasoned bread crumbs with a little dry mustard added. Chill. Deep fry in Heavy-Duty MFB at 350° until golden brown.

GINGER FRIED CHICKEN LEGS WITH ORANGE SAUCE

Steam chicken legs 20 minutes. Cool. Dip in batter of 2 cups flour, ¼ cup sugar, 2 tablesp. salt, 1 tablesp. ground ginger, 1½ teasp. white pepper, 3 tablesp. Wesson and about 2 cups milk, chicken stock or water. Deep fry about 5 minutes in Heavy-Duty MFB at 350°. Serve with Orange Sauce. Combine ¼ cup Kneedit Margarine or Wesson Oil, 3 tablesp. cornstarch, 1 quart orange juice, 1 tablesp. grated orange peel, 1 teasp. each salt and ground ginger. Heat mixture, stirring until thickened.

NOTE:

Use eye- and taste-appeal of garnishes and sauces to beat your competition . . . or to up your tab. Try hot mustard, fancy pickles, spiced peach, crab apple, kadota fig . . . sauces such as sweet-and-sour, fruit, or seasoned white.

Ideas for increasing business

subject which I want to consider at this point. The theory of a deficit operation applies mostly to golf clubs, but to some extent to other clubs also.

This perhaps comes as a surprise to some that I, a business man, should advocate that a club plan to lose in some departments and activities. But I think it makes a lot of sense.

For instance, the average club has eating facilities to take care of all its members, but not all members use these facilities which are provided for them. They pay their dues, play golf, but rarely eat at the club or attend club affairs.

Are they paying their proper share? In my mind they are not. So, I advocate that members supporting club affairs and the restaurant be given a relative bargain. The deficit should be picked up through added dues or assessments. This will encourage all members to use the eating facilities.

What do you think might happen at your club if occasionally you gave a free party? How many members who never attend club affairs would be enticed to attend this free one?

Free Meals

Another gimmick that I believe might work successfully is this: Invite each member and his wife to the club for a free meal during the month of the member's birthday, to celebrate "on the club." This might encourage them to come out to the club to eat more often and, therefore, help in taking care of the restaurant department.

Of course, many clubs give cocktail parties "on the house" in honor of new members, or for some other reason. These affairs really are put on for profit, since there usually is a charge for drinks. This is not the kind of thing to which I am referring. Doing something nice for your members at no charge is the point I should like to impress upon you.

Managers are jealous of the percentage of their costs and do not like to upset them. In other words, they want to charge the proper amount for each affair they arrange. Understandably, they do not want to give anything away. This is commendable, of course. But this is where the "good will fund" comes in.

The manager's good will fund, established by the board, becomes a part of the budget. It is money out of the general club funds. Its main requirement is that it *must* be spent by the manager for the benefit of the members to "make them happy."

Give the members some surprise in the card room or the clubhouse, such

as unexpectedly serving hors d'oeuvres in the afternoon, or tea and finger-sandwiches in the clubhouse when there is a sizable crowd. Some treat on the golf course "on the club," when least expected, creates a lasting impression. Dream up something nice for the women, either in the card room or the clubhouse.

Passing a cart of after-dinner drinks some evening, or passing out some home-made candy "on the chef," or any other little thing that will make your members happy is a potent force in transforming the atmosphere of a club. We're all basically Scotch and we like something for nothing, especially when it is unexpected.

Besides the good will fund, a manager should have an improvement fund. This too *must* be spent to please his members and is set up in the same manner.

Both funds are to be spent at the sole discretion of the manager, without presidential or committee approval.

The improvement fund may be used for any number of things—perhaps the establishment of a reading room which some members have requested, or an additional lounge which the manager thinks is worthwhile. Instead of running such an expense through several committees and letting it get bogged down, the manager does what he thinks constructive because he has the resources of the improvement fund at hand.

Another item for the improvement fund might be some equipment for the children, or another item which normally cannot be spent without board or committee approval.

You would be surprised how many managers are afraid to spend money for some little gadget that would make their members happy, or to do some little thing because it might throw their costs off!

The two funds which I have mentioned encourage a manager to do things on his own, and eventually make him a better, happier and more resourceful individual.

Every club also should have an entertainment fund. Of course, the entertainment fund is under the supervision of the entertainment committee. This fund, in my opinion, should be rather substantial. The "birthday meal" I mentioned earlier would be chargeable to the entertainment fund—and any other event, such as an orchestra at the club on a Sunday night.

It would be of immense psychological value if every club were to have its own specialties of the house, to-

gether with some outstanding food gimmick. For example, Perino's passes out paper-thin pumpnickel toast even before a patron's order is taken. Many club's and quality restaurants pass out their own special small cookies and mints after dinner. These serve to establish in the minds of the members the club's special "hallmark" to hospitality.

My remarks on the club's operations are certainly not all-inclusive. I haven't touched on the many programs that a club usually has, such as the youth program.

Future of Clubs

As for the future of clubs, it is my feeling that the clubs will have to fight continually to protect their interests. In the last few years clubs have faced up to many problems which they did not have to consider in the past. It seems that at about every opportunity some government agency wants to take advantage of clubs. For example, there is the state unemployment insurance covering caddies. This took a lawsuit and a long struggle to win. Actually, it was just an unfair effort to obtain something from the clubs to which the state was not entitled.

Many other taxes have been charged against clubs which never used to be. Dating principally from May, 1955, the Internal Revenue Service has taken the definition of "dues and assessments" and broadened it to include almost all payments made by members to the club.

We are all acquainted with the Internal Revenue Service's recent ruling to take away the non-profit status of clubs if they make their facilities available to the general public on a regular basis. We are also acquainted with the fact that the excise taxes have been reduced on most items, but not on club dues. Exemption of capital expenditures from excise taxes came only after a fight. The Club Managers Association worked very hard, together with many other interested organizations, to obtain passage of this important legislation.

And, of course, we are all acquainted with the fact that clubs have had to face ever-increasing real estate taxes.

This all adds up to one thing: Clubs must act together and fight for their rights just as business organizations do.

We are challenged at every level to move forward, but as we move forward we talk about "pursuit of happiness" let us retain the best of the "old." When we talk about "pursuit of happiness" we are taking one of the finest ideals of old-time America and making an effort to give it significant value in the middle of the 20th century. ■ ■

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A businessman looks for many things in his club, but the factors most likely to make a difference are two: fine food and comfort. Building both into our new club quarters, through the finest facilities for dining in comfort-designed surroundings, has helped make the Houston Club one of the most modern, although it is also one of the oldest such clubs in the Southwest. The first six floors of the building house a parking garage, and the club quarters are on floors seven through ten. From the 11th to the 18th floor is a general office building, with the floors half the size of the lower ones.

In planning the club facilities for maximum comfort, representatives of the Houston Club visited a number of other men's clubs in major cities throughout the country. Facilities, furnishings and decor were all studied carefully, and the best features combined to provide what our club felt would serve its needs most efficiently and add most to the comfort of our members.

A vital element in comfort here in warm and humid Houston is the atmospheric condition in the club building, and we believe that here, too, we found the best possible solution to the problem, an air-conditioning system which gives us flexible control to maintain perfectly uniform conditions all year 'round in spite of outside weather.

Refrigeration air-conditioning alone leaves a problem in some types of weather—particularly during the spring and fall in our area. Cool or mild temperatures with high humidity will not activate the thermostat-controlled system enough to reduce the humidity, unless it is set for such low temperatures as to be uncomfortable.

To solve this problem our engineers, Dale S. Cooper & Associates, supplemented cooling equipment with chemical dehumidification. With this balanced system we have an even stream of fresh air, without drafts, and virtually constant temperature and humidity regardless of outside conditions.

The key to this system is the Kathabar humidity conditioner, a product of Surface Combustion Division of Midland-Ross Corporation. The unit takes fresh outside air and, whatever the input conditions, feeds a steady supply of warm, dry air to the zone air-handling equipment.

The operation is based on the fact that a solution of lithium chloride has the ability to absorb moisture from air, and that its absorption rate can be regulated by the solution temperature.

We actually have two separate conditioning systems in the Houston Club building. The system for the club quarters has two humidity units with a total capacity of 35,000 cubic feet of air per



No matter how warm and humid Houston may be, the interior of the Houston Club—through its humidity control—remains pleasant.

Humidity Control Gives Us 'Weather Insurance'

By Thomas T. LeBlanc

Chief Engineer

The Houston Club

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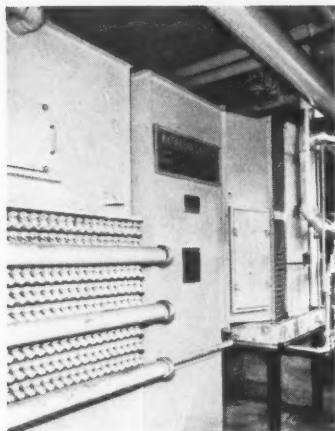


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This humidity conditioner controls the flow of warm dry air to the zone airhandling equipment.

minute. Two others in the system for the upper floors of the building handle about 33,600 cfm.

The systems are divided into zones according to varying requirements, and each air-conditioning unit serves between three and six individual zones. Air is supplied to the rooms somewhat cooler and dryer than the desired conditions, to balance out to the proper temperature and humidity when mixed with the warmer, more humid room air.

A smoke-exhaust system in the larger dining areas and the kitchens, which are located on three floors, helps maintain ideal conditions even when the rooms are crowded. Individual thermostatic controls permit quick adjustment, even when an empty room suddenly has an influx of 500 people, which is not uncommon at our club.

We try to maintain the temperature in most rooms at 78 degrees F., with about 45 per cent relative humidity. Our dehumidifying system permits doing this with starting temperatures up to 95 degrees outside, and with moisture content up to 130 grams per pound of air.

The chemical used in the system, lithium chloride, like a sponge, eventually will become saturated and lose its absorptive powers unless something is done to remove the moisture. This is handled by an auxiliary unit known as a regenerator. Here a portion of the solution is circulated constantly over steam coils. Lithium chloride characteristically absorbs moisture at low temperatures and releases it at high ones. Thus, the heating of the solution forces the water out and the chemical flows back to the air-washer unit by gravity, with full strength to absorb more moisture.

The density of the solution also serves as a control to regulate the dehumidifi-

cation rate. By putting a control in the exhaust system—which handles a sampling of all the air in the building—we determine, automatically, whether more or less dehumidification is required. This control is related directly to the flow of solution to the regenerator, and slowing or speeding regeneration in this fashion determines how active the lithium chloride will be. This not only provides better control of conditions, preventing excessive dryness, but it also gives us operating economy in that it tends to reduce steam usage in the regenerator.

If the fresh-air intake is dry, the Kathabar system has a reverse effect: The dry air picks up some moisture by

evaporation from the lithium chloride solution, and the system then humidifies the air to bring it closer to our design conditions.

The use of chemical dehumidification, combined with the two-step after-cooling (first cooling-tower water, then the chilled-water systems), makes a very economical operation, requiring less refrigeration than otherwise would be needed to reach the best conditions.

But, even more important than economy to us, it provides "weather insurance," makes it certain that under any outside conditions we can always give our members and occupants of the office floors the most uniform, healthful and comfortable atmosphere. ■ ■

Face-Lifting for a 20-Year-Old Pool

The 20 years of good, hard use were beginning to "tell" on the Greenhills Country Club, Cincinnati, last year as the manager began to get the pool in shape for the summer season. At that time William "Bill" Long was manager of the club.

Weathering had produced wide cracks and fissures in the concrete walks and area around the pool, leaving it unattractive and unpleasant for the bare feet of swimmers. The concrete floor, walls and trough of the pool itself were eroded and chipped.

The years of hard service had begun to leave their mark several summers before. But it had been standard practice to use some patching and repair materials, then authorize an annual two-coat conventional swimming pool paint job before the season began.

The Greenhills manager started searching for an effective way of restoring the club's pool to its original condition—with a material which would last for more than one season.

He decided to consult a local company, Commercial Chemical Company, about its epoxy coating and patching compounds, which carry a five-year guarantee. Upon talking to the company officials, Mr. Long learned that although epoxies are fine for the restoration of cement and concrete surfaces, they soften and slightly deteriorate under constant immersion in water. It was obvious that the material would have to be made water-resistant if it was to serve the club's purpose.

The company consulted with Reichhold Chemicals, Inc., and developed an additive to make the epoxy water-

resistant and to make it stand up under outdoor exposure.

The Greenhills manager gave the "go ahead" for applying the coating to the pool.

To prepare the pool, all the loose, spalled paint was chipped away then all paint was sandblasted from the surface. The broken concrete was patched with a special compound, mixed in a wheelbarrow near the pool and troweled into place. The patches required five hours to cure.

After the patching was completed, two heavy coats of a finishing material were applied, the top coat containing white pigment to give the pool a clean appearance and to make it appear larger.

The pool was ready for action.

During the season the club discovered it was getting some "side" benefits from the new finishing material. The management reported that filters were changed less often than they had been in the past and that cleaning the pool was easier. Chemical treatment of the water to maintain purity was reduced substantially.

At the end of the season Manager Long found that the surface of the pool area was in fine condition with no cracks or peeling. This meant that the club was going to be able to save on the annual patching and painting plus labor involved in pool cleaning, filter changes and chemical treatment of the water.

Mr. Long, who now is with the Bellefonte Country Club, Ashland, Kentucky, has used the same material in the pool there. ■ ■

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FOOD TOPICS



by Harry Fawcett

To buffet or not to buffet, that is the question. Almost any member will settle for a nice *inexpensive* one. From our standpoint, as the farmer beholding a giraffe for the first time said, "There ain't no such animal."

Years ago costs were down, yes, but in those days your members [many of them] never had been to Europe—never had been exposed to the lavish culinary offerings which mark every day spent on luxury liners. The national advertisers had not made every housewife conscious of the artistry in food presentation which they display in color on the woman's page in many magazines.

Today, when your member suggests to you a simple "but nice" buffet dinner, he seldom realizes that *any nice* buffet costs you more to produce than a sit-down menu.

Of course, you can put some relishes on a buffet along with some attractive pastries and serve a choice of roast beef or fried chicken, and do it at a reasonable price.

Your member, though, usually is thinking of lobster Bellevue and lobster Parisienne. A few hams decorated with a mosaic of truffles, ditto a few turkeys, a salmon Bellevue or Chambord and a little lobster Newburg or cold chicken breasts Jeanette add to any buffet. Of course, you hate to tell him what they add to the cost too!

Years ago in Chicago we served Sunday supper buffets. While it is true we cleaned the ice boxes of odds and ends thus effecting some saving, the labor and materials we had to use for our lavish spectacle each Sunday today would warrant a selling price of at least \$10. I think we charged \$3.50. We continued for some years to serve such buffets, then one by one our neighboring comparable clubs discontinued them.

One city club I knew was charging \$3 and one of their members, a C.P.A. I knew who was also an officer in that club, told me each one served had cost the club \$3.67.

We still do buffets for private parties. We charged \$9 per person for one recently, and I am working on another menu right now for which we are asking \$8.50 per person for between 200 and 300. We submit proposals for them at \$12.50, too, but we prefer to serve

and urge the hosts to let us serve sit-down dinners.

Mind you, I am not against weekly buffet nights where it's possible to limit the menu and also where the club has some way to get paid for what the guests eat. Since few clubs, however, make the member pass a checker, few, if any, charge for seconds [some members take thirds, fourths, and fifths] and it is usually a loss to the food department.

Sunday Brunch

Ah! this is a different story. Here you all can do a good job. The wives of your members are happy to be relieved of the irksome Sunday k.p. and so when they come to the club everyone is joyful. You should be, too.

You not only can make money on this form of buffet, but you send everyone home happy.

Here is a typical brunch menu we serve at \$2.75 per person.

Orange Juice
Tomato Juice
Fresh Fruit Supreme (in orange juice)
Scrambled Eggs
Fried Ham
Bacon (we use the thick sliced)
Homemade Country Sausage Cakes
Smoked Beef in Cream
Buttered Toast
Jams
Schnecken, Filled
French Doughnuts
Coffecake
Coffee

The eggs, bacon, ham, sausage, etc., all are in chafing dishes on a buffet with the attractively arranged pastry.

At each table place is the fruit supreme decorated with a galax leaf.

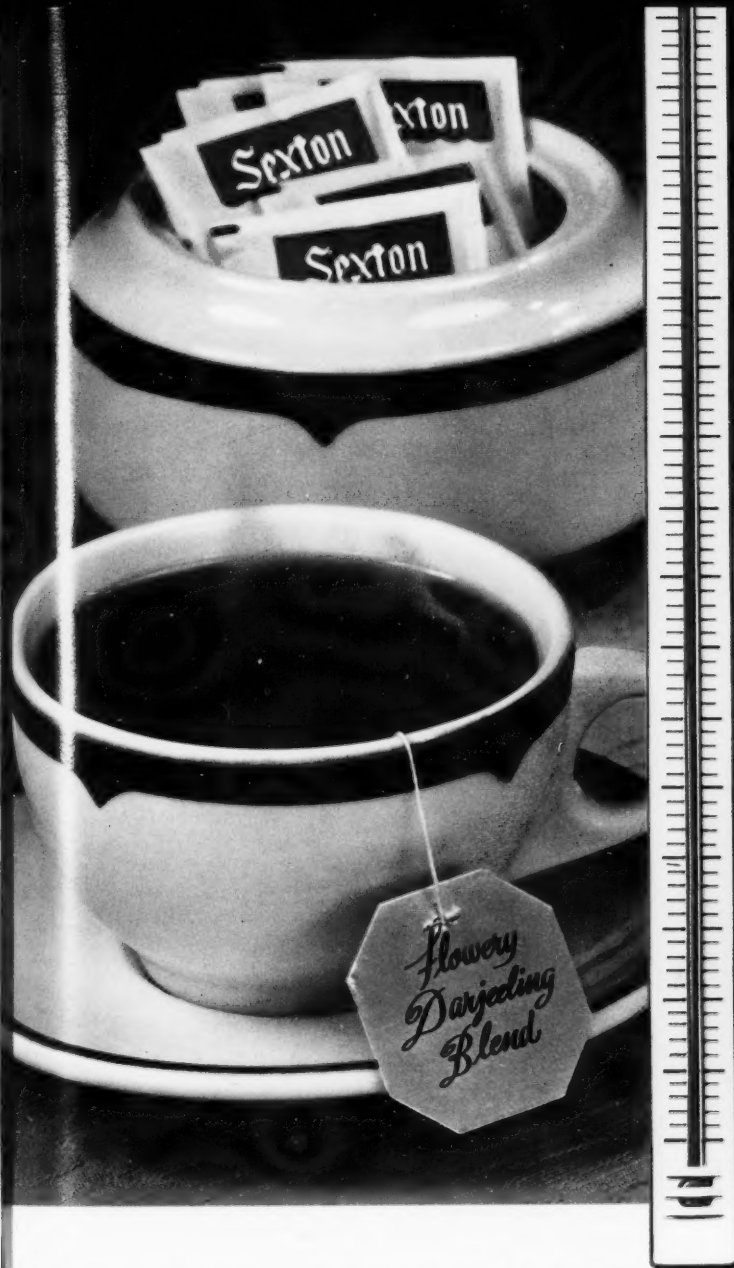
The tomato and orange juice has been passed to the guests as they arrive and stand around talking before going to their reserved tables.

Jams and jellies also are on the tables. Toast and coffee is passed as soon as members are seated. Seconds of the eggs, ham, etc., coffee and coffecakes are passed willingly.

Believe me, I have never known this type of buffet to be a failure.

We serve them for 100, 200, and I have one booked right now for between 500 and 600.

Here is a chance to please your members and come out ahead financially, too! ■ ■



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Vol. XVII

June, 1961

No. 5

Dear CMAA Member:

The Club Management Institute is the official educational section of the CMAA.

This Institute is managed by a committee composed of five club managers and is authorized to call upon other club managers for assistance with its work.

Much consideration was given last year to the possible expansion of this committee's responsibilities and also to the establishment of long-range goals.

The work load of this committee has been divided into ten projects, each with its own sub-committee and each sub-committee headed by a member of the CMI committee. Club managers other than those on the committee have been called on for assistance, and proper credit will be given to them in our report at the national conference next February.

Some of these projects have been in action for several years and some are in the study stage, but all have been reported on at the CMI meeting May 20th in Chicago. Decisions for proper action were taken at this time. The projects and factors involved are:

Project "a"—university electives: which schools, dates, curriculum, faculty, expenses, tours, student questions, visual aids.

Project "b"—workshops: duration, faculty, curriculum, cost, promotion, local committee liaison.

Project "c"—certification of club managers: requirements of others (CLU, AIA, CAE, CPA, etc), experience, training, tenure, examination, continuance, allied experience, CMAA positions held.

Project "d"—educational institution support: selection of recipients, amounts, limitations on usage, form of donations (grants, scholarships, chairs).

Project "e"—subordinate personnel training: AHI-type courses, subjects, how administered, personnel or positions to be reached.

Project "f"—association liaison: what associations, how accomplished, just what can be done?

Project "g"—library: type of books (management, accounting, food, decorating, law, history), magazines, loan rules, indexing, reference material.

Project "h"—statistics: what to survey, sections of country, manpower, other sources of information, frequency.

Project "i"—consulting services: breadth of types: finance, operations, building, architecture, greens, public relations, printing, etc. Professional consultants hired on what basis?

Project "j"—conference activities: changes in format, better control of round tables, chapter vs. individual responsibility, ticket limitation to seminars, number of seminars, subjects, specialty speakers, budget, liaison with local groups, promotion of educational features.

The general membership is solicited for suggestions, new ideas, and of course, criticism.

EDWARD M. GRENARD

Chairman, Club Management Institute Committee

CMI Announces 1961 Workshops

The first phase of a five-year short course in club management will be inaugurated this year by the CMAA with its Club Management Institute

workshops to be held this summer and fall.

According to the CMAA, the 1961 workshops will go into depth and con-



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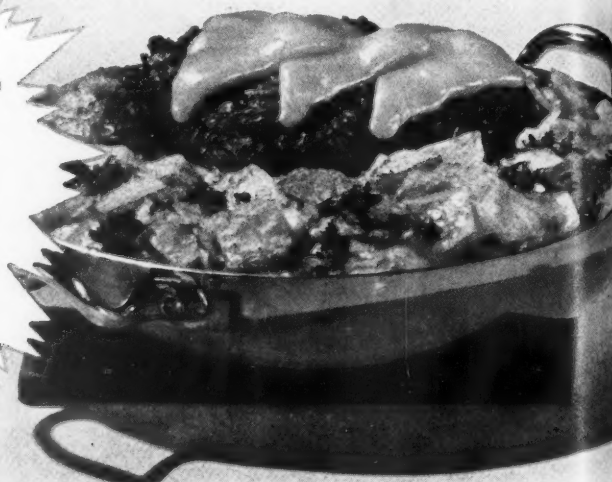
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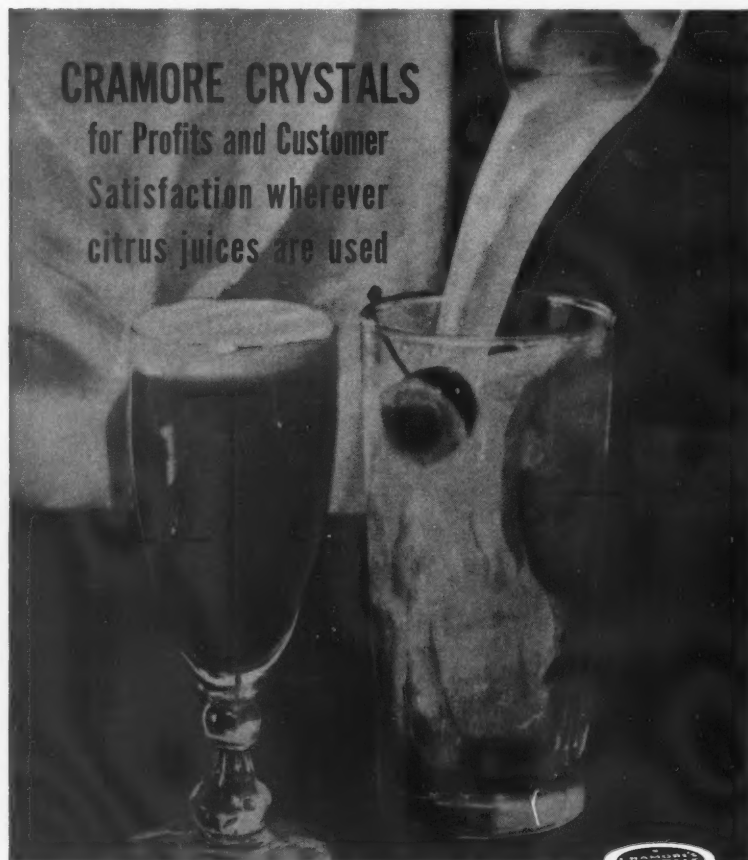
In the workshop, students will review basic principles and interpretation of statements, improve their ability to use ratios and subsidiary records as management tools, pick up ideas on controls for handling cash and learn better uses for daily reports.

Future workshops, the CMAA announced, will cover such topics as building and property management, promotional or sales management, food and beverage operations and personnel management.

Courses will continue as three-day

affairs (except at Cornell, which will hold a five-day workshop), scheduled in different parts of the country and at different times. The faculty, not yet announced, will appear at all sites.

Workshops are scheduled at the following sites and dates: July 17-19, University of California; July 19-21, University of Dallas, Texas; July 26-28, Cosmos Club, Washington, D. C.; September 11-13, Michigan State University, East Lansing; September 18-22, Statler Club, Cornell University, Ithaca, New York; and October 2-4, Coeur d'Alene Country Club, Hayden Lake, Idaho. ■ ■



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NEWS OF THE CHAPTERS

Metropolitan and City of New York Joint Meeting

Reported by John A. McCabe, Secretary

Regular and joint meetings of Metropolitan Chapter and Club Managers of the City of New York were held April 10 at Larchmont Shore Club.

Joseph T. Pavone, Stewart Manor Club, and Walter J. Satterthwait, Jr., Wykagyl Country Club, New Rochelle, were voted into membership in Metropolitan Chapter.

A letter of condolence from Metropolitan to Reginald W. Kindilien on the death of his wife, Lillian, was read.

Round-table discussion included the subjects of chefs and their union membership and how many clubs had paging and musical outlet systems. (A show of hands indicated that about 50 per cent did have, with separate shut-offs in various rooms but an over-all paging system for emergency announcements.)

The spring dance was a Grand Ball to commemorate the centennial anniversary of the War Between the States. Thanks are extended to Host-Manager "Kentucky Colonel" Jonathan Little and his wife, "Lulu Belle" Frances, for the evening at Larchmont. Hors d'oeuvres, cocktails, dinner and music by George Hoffman and his "Damnyankee" orchestra were outstanding. Our thanks also go to the officers and board of directors of the club.

New England

Reported by Beatrice M. Phillips, Secretary

A meeting was held March 20 at the Harvard Faculty Club, Cambridge, Mass., with Charles Coulson as host-manager.

A committee was appointed to investigate the possibility of establishing a scholarship fund. At the end of the meeting there was a general discussion of management problems.

R. Alan Chesebro, immediate past president of the chapter, was presented with a desk set by President Charles Wallace at the Hawaiian Luau night held by the chapter April 17 as the annual dinner-dance. More than 200 members and guests attended.

The group assembled at the Commonwealth Country Club, Newton, Mass., where Louis Orgera was host for cocktails and hors d'oeuvres. Then members went by bus to the Hotel Somerset for the luau which was served in the ballroom. Members sat on cushions in the style of the Islands at elbow-high tables for the buffet of poi and traditional Hawaiian foods. There was dancing and entertainment.



A record-setting crowd of more than 700 managers and purveyors were on hand for the 33rd annual stag held by the Greater Chicago Club Managers Association on April 10 at the Morrison Hotel. The stag committee of Austin Steeves, Glen Oak Country Club, chairman; Frank Klein, Merchants and Manufacturers Club; Ben Waskow, Brookwood Country Club; and Tony Wayne, Riverside Golf Club and chapter president, arranged for an outstanding floor show. An added attraction this year was an exhibition of some display pieces made by the staff of Evanston Golf Club where Everett Woxberg, CMAA director, is manager. Large illustration shows the record crowd at the stag. Smaller illustration shows, from left, Chapter President Tony Wayne, CMAA Director Everett Woxberg, Chef Don Kranch, Pastry Chef Jack Wagner, Garde-Manger Charles Fargo, and Second Cook Al Houart, of Evanston Golf Club, displaying the pieces they made for the stag.



Philadelphia

Reported by C. J. Connor,
Secretary

Clark G. Merrill, Faculty Club, University of Pennsylvania, was elected president of the chapter at the annual

meeting held March 27 at the Union League of Philadelphia.

Other officers elected were: James O. Reinhard, Lehigh Country Club, Allentown, Pa., first vice president; Albert E. Rohr, Radnor Hunt Club, Malvern, Pa., second vice president; George

Wetmore, Tavistock Country Club, Haddonfield, N. J., treasurer; and Charles J. Connor, Llanerch Country Club, Havertown, Pa., secretary.

Charles E. Smith, Chevy Chase Club, Md., gave an enlightening talk on club taxes, duties of the manager and func-

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tions of the board of governors. Approximately 40 officers and board members attended the meeting.

Our Host-Manager Daniel M. Layman received a standing ovation for the delightful evening, which included a shad dinner.

About 70 members and wives attended the April meeting of the chapter held at Whitmarsh Valley Country Club, with Vincent J. Keeney as host-manager.

There were delicious hors d'oeuvres, cocktails and dinner after golf in the afternoon. Guests included Ray O'Donnell, president of the host club; Joseph Guerra, chairman of the house com-

mittee; Leon Daniels, treasurer of Llanerch Country Club; and Joseph Hudecheck and Neal Gallagher, Llanerch Country Club members.

Joseph Hedlicka and Frank Brawn, Delaware Park Racing Association, outlined a program for arranging a party at the race park which would include luncheon, clubhouse seats and transportation.

Daniel M. Layman spoke briefly on educational programs.

Peninsular

Reported by James Ford, Secretary

The April 17 meeting of the chapter

was held at Spring Lake (Mich.) Country Club, with Lowell and Jean Hecht entertaining. Members enjoyed a splendid dinner and social hour.

Harold Madden was elected to membership.

Steffen Diamant, South Bend (Ind.) Country Club, invited the chapter to meet with Chicago Chapter June 19 (Sunday night and Monday).

The September meeting will be at Green Ridge Country Club, Grand Rapids, Mich. The annual meeting will be held at Century Club, Muskegon, the first Monday in December.

The chapter voted to sponsor a program at Michigan State University.

St. Louis District

Reported by John A. Kane

Dewey F. Kennon, newly-appointed manager of Meadowbrook Country Club, was host for the April 28 meeting of the St. Louis District club managers.

Two foresomes fought the club's new golf course in the afternoon, then, following hors d'oeuvres, a short general business meeting was held. On May 1 a new Missouri state tax on tobacco and alcoholic beverages will go into effect so most of the discussion centered around how the various clubs will handle this new tax. Correspondence from the Washington office was read; a short discussion was held relative to chapter attendance.

The next meeting will be devoted to completing and discussing the country club questionnaire, which was so popular at the national conference in Denver in January.

San Diego

Reported by Hal B. Serkovich, Secretary

The chapter extends thanks to Host-Manager Cliff Hancock of San Diego Country Club for the meeting held there March 22, and for the excellent cocktail and dinner hour.

A nominating committee for the 1961-62 slate of officers was selected. Bob Merrill, manager of the Admiral Kidd Club, was a guest.

Central Pennsylvania

Reported by A. W. Fabey, Secretary

Donald Baker, Hanover Country Club, Abbotstown, was elected treasurer of the chapter after it was moved and passed to elect separate officers of secretary and treasurer at the meeting held April 10 at Westmoreland Club, Wilkes-Barre, where Conrad Lin Medina is manager.

Robert Sjorgren, Blue Ridge Country Club, Harrisburg, was elected to membership.

There was discussion on the tri-chapter meeting to be held in Hershey in July.

An educational program was held



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after the meeting with Dr. Rosenbloom speaking on the relationship between management and labor.

Connecticut

Reported by Grant M. Ruse,
Secretary

Prof. J. J. Wanderstock, Ph. D., of Cornell University, was instructor-speaker at the March 27 meeting held at the Quinnipiack Club, New Haven, as a one-day educational seminar.

Prof. Wanderstock gave a list of references for menu planning and spoke on planning the menu and pricing items with instruction on purchasing specifications, principally for meat items. There was a discussion of primal cuts of meat versus portion-control and of the value of the local health department in case of suspected spoilage. In closing, Prof. Wanderstock pointed out the importance of clear-cut communications with employees.

There was a moment of silence for G. VonKlugel, the Hartford Club, who died recently.

The chapter gave a standing ovation to the professor for his talk and to Host-Manager Edward Drew for his hospitality.

Sunshine

Ellis "Doc" Perkins, Bradenton (Fla.) Country Club, was elected president of the chapter at the two-day conference



Ellis "Doc" Perkins

held April 23-24 in St. Petersburg, Fla.

Other officers for the year are: Clark Upp, Orlando (Fla.) Country Club, vice president; Arthur Lloyd, Lakeland (Fla.) Yacht and Country Club, secretary; and Don L. Terhune, Selva Marina Country Club, Atlantic Beach, Fla., treasurer.

Directors elected were Preston Burr, Seminole Club, Jacksonville, Fla.; Arnold Wall, Riviera Country Club, Coral Gables; and Robert Yoxall, Coral Gables Country Club.

Hosts for the event were Phil Dross, manager, Tides Hotel, Redington

Beach, and William Nagy, Jr., St. Petersburg Yacht Club.

The next meeting is scheduled for the latter part of July in Miami.

New Jersey

Reported by M. H. Holtz, Secretary

The 14th annual golf tournament and regional meeting of the chapter will be held July 13 at Deal Golf and Country Club. Managers, officers and directors of clubs in the following chapters are invited: Connecticut, Metropolitan, City of New York, Philadelphia and Vicinity. There will be cocktails and dinner after golf, with Charles Johnston as host.

Mid-America

Reported by Dorothea Buschmann

Jean and Berry Haug (he has been manager of Indian Hills Country Club, Kansas City, Mo., for 7½ years and resigned to become manager of the new Crossroads Motor Hotel, Lincoln, Nebr.) were honored at a going-away party given by the chapter March 13 at Sandy's Oak Ridge Manor, a 100-year-old house.

There were 34 members, wives and friends attending. The theme of the party was The Roaring Twenties and members were in costume. Personal white elephant gifts were given to the Haugs.

Special guests were Mr. and Mrs.



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Reported by J. E. Fleck
of the American Chair Rental Co. Virginia Speer, Irene Uren and Rosalie Fatino arranged the party which featured a typical chicken dinner as served in the 20's.

Harvey D. Brown, Meadowbrook Country Club, Overland Park, Kans., was elected president of the chapter for a two-year term at the April 27 meeting held at Milburn Golf and Country Club, Overland Park.

Other officers elected (also for a two-year term) were: Charles Fatino, Milburn Golf and Country Club, vice president, and Ed Fleck, Hillcrest Country Club, Kansas City, Mo., secretary-treasurer.

Professor John M. Welch, extension economist of the restaurant development program, college of agriculture, University of Missouri, gave an illustrated lecture on the "Application of the Principles of Management as applied to the Club Field." After the informative and educational lecture there was a question and answer period. Members extended their appreciation to Professor Welch.

An invitation from Meyer Weneck inviting members and their wives to his residence for cocktails and dinner June 5 was accepted. The chapter voted to establish a provisional and associate membership in the chapter with dues \$12.50 a year. Harold Dietrich,

Santa Fe Hills Country Club, was voted into membership.

The chapter extended its thanks to Miss Dorothea Buschmann, outgoing president, for a job well done.

1961 Article Contest Now Open

"What Club Management Means to Me" has been chosen as the subject for the 1961 competition for the Fred Crawford Memorial Trophy, awarded for the best manuscript on the specified subject.

Sponsored by the Ohio Valley Chapter, the trophy is a perpetual cup awarded to the winner to be retained for one year. An engraved replica is presented to the holder of the trophy for permanent possession. The 1960 winner was Gordon High of the El Paso (Texas) Country Club and his winning article, as will each year's winning article, appeared in CLUB MANAGEMENT.

Rules for the competition are: Each article is to be typed, doubled spaced, one side of the page only, plain white bond paper (8½ x 11) and submitted in quadruplicate to the Fred Crawford Memorial Committee, c/o CMAA, 1028 Connecticut Ave., N.W., Washington 6, D. C. Final date for submission of entries is September 30.

The editorial advisory committee is responsible for judging articles and selecting a winner. The committee, at its own discretion, may designate one or more articles for honorable mention.

The trophy is named in honor of the late Fred Crawford, three-time president of the CMAA, mentor for many years of the Ohio Valley Chapter, and long-time manager of Louisville's Pendennis Club. ■ ■

Ten-Year-Old Very Old Fitz

A limited supply of ten-year-old Very Old Fitzgerald is available, according to an announcement by Julian P. Van



Winkle, vice president of Stitzel-Weiler Distillery, Louisville.

The ten-year-old bourbon, like Very Old Fitzgerald eight-year-old, comes in an antique bottle, gift-boxed with a red velvet nip sack. It may be personalized in case lot purchases. Also there is to be some 12-year-old Very Old Fitzgerald available this year.

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TIMELY TIPS

Members and guests of the club can enjoy a day at the races on color film through the game, Parlor Derby.

Six full-color 16 mm. films are used in the game which is similar to Monopoly. Each player starts out with the same amount of token money and selects the name of the horse he wishes to play. The films are sealed so that no one, not even the manager or projectionist, knows the winner. The member who has won the most token money at the end of six films is the winner. The company furnishes the following equipment: film cabinet, race selector, computer for sorting winning tickets, score board, race programs and tickets for 250 guests.

Complete information and price can be obtained from Dept. CM, Parlor Derby, Inc., 45 W. 57 St., New York 19.

A jumbo plastic garbage can liner has been put on the market by Klean Kan Bag Co.

The liner has a double seamed bottom for added strength, and the plastic is said by the manufacturer to be tough and pliant. A giant rubber band holds the liner to the can, and a twist-tie seals the bag for disposal. The bag was designed to keep the garbage can clean, dry, grease and odor free, and to eliminate the need of moving the can. There is an overhang of liner to make removal easy. The bag also can serve as a laun-

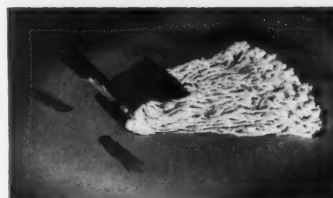


dry bag or "see through" storage bag.

Samples will be sent upon request from Dept. CM, Klean Kan Bag Co., 64 E. Eighth St., New York City 3.

A small piece of synthetic floor scrubbing pad is on the market according to Geerpres Wringer, Inc., to be added to a mop for removing heel scuffs and black marks while wet mopping.

The pad is to eliminate the use of a floor machine. It can be installed in any non-clamp type mop handle; a



piece of pad is cut six inches by nine-and-a-half inches and placed over the top of a wet mop saddle. Geerpres handles will accommodate the pads. The pads do not interfere with normal mopping or wringing and are brought into action when needed by folding under the mop heel.

For additional details and names of manufacturers of the pads write Dept. CM, Geerpres Wringer, Inc., P. O. Box 658, Muskegon, Mich.

A portable, folding table tennis table has been designed by Midwest Folding Products.

The 512 table is of birch plywood with non-glare green finish and white markings. Legs are recessed to prevent players from tripping. The design of the table, according to the maker, permits one person to open the unit easily. The table folds toward the center to protect the playing surface, and the net is stored in a tucked position. Paddles are stored in special brackets in

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the back. The table folds into a five foot, two inch by 18-inch unit and can be moved on swivel casters to any room in the club.

Information and catalog on the 512 unit and other multi-purpose room equipment is available from Dept. CM, Midwest Folding Products Sales Corp., Roselle, Ill.



✓ A "Pick-a-Plaid" brochure which has swatches of table linen material in two patterns and six colors attached is available to club managers from Art Textile Corp.

Swatches are seven inches wide and

are attached to the brochure so the material can be felt as well as seen. Traditional and contemporary plaids shown are available in 60 colors.

The brochure with swatches, along with a color card showing the 60 colors, is available from Dept. CM, Art Textile Corp., Highland, Ill.



✓ "Florama" is a new floral pattern designed by Walker China Co. to blend with a variety of color schemes.

The pattern is highlighted by many pastel colors and comes in the new Revere shape.

Color literature on this and other patterns is available from Dept. CM, Walker China Co., Bedford, Ohio.

✓ A folding table designed as a resting place for set-ups and beverages, playing cards, or as an auxiliary unit for club lobbies has been introduced by Howe Folding Furniture.

The WVTP folding table opens to 16



by 28 inches, stands 27 inches high and fits over the lap. It folds to 3½ inches for saving storage space. The table is said by the maker to be built for hard use with legs of tubular steel finished in beige or black. The top is plastic laminate and comes in mahogany, teak or tan linen patterns. The table has self-adjusting brass glides.

Complete information is available from Dept. CM, Howe Folding Furniture, Inc., 1 Park Ave., New York 1.

✓ Managers can find variety of special menus, table settings, recipes and party ideas in an 80-page "Special Occasions" guide, published by John Sexton & Co.

Menus range from a Japanese party for four to a southern tea service for 300 (from the Birmingham Country Club) and English buffet breakfasts. They include Italian, Swedish, German,

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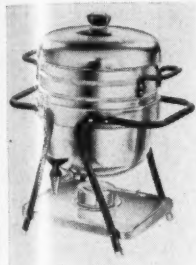
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French, Hawaiian, Spanish, Mexican, English and American dishes. Side-board and table plans, sketches of service and floral arrangements, and comments by specialists are included in the guide.

Copies of "Special Occasions" may be obtained by writing Food Service Director, Dept. CM, John Sexton & Co., P. O. Box JS, Chicago 90, Ill.

✓ A samovar for club dining room, banquet and party coffee service is available in the buffet line from Wear-Ever Aluminum.



The coffee server is 17½ inches high by 10½ inches in diameter and has a capacity of eight quarts. It has a faucet which is removable for cleaning and is said by the maker to be non-drip. The samovar comes in Silver and Golden Glow with black Alumilite legs and handles. Fuel holder and regulator are included.

For complete details write Dept. CM, Wear-Ever Aluminum, Inc., Wear-Ever Bldg., New Kensington, Pa.



✓ A roast beef wagon in mahogany and stainless steel is available from Legion Utensils Co.

The wagon (Model B12099 MB) has a telescopic cover of stainless steel, copper trimmed with inserts for meats, gravies and vegetables. It is 42½ inches long, 28 inches wide, 48 inches high and moves on five-inch swivel casters. A beef rack also can be supplied.

For literature and further information write Dept. CM, Legion Utensils Co., Inc., 21-07 40th Ave., Long Island City 1, N. Y.

✓ A new "Super L" steam generator developed by Cleveland Range will



produce sufficient steam to operate three-unit, steamer-kettle combinations.

The generator comes in combinations of two- and three-compartment steamers with stationary or tilting kettles of

30- or 40-gallon sizes. The manufacturer reports that the high thermal properties of copper used in the flues or heaters of the generators produce fast pressure recovery with minimum fuel consumption. The generator is available for gas or electrically-fired steamer combinations.

For prices and more information write Dept. CM, The Cleveland Range Co., 971 E. 63rd St., Cleveland 3, Ohio.

✓ The 44-page catalog for 1961 from Shane Uniform Co., Inc., has been released. It is printed in color and illustrates nearly 200 washable styles for

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Rastetter Chairs are "all-around" chairs, designed to harmonize with any period, decor or surrounding. Rastetter Chairs that Fold can do *any* seating job for you.

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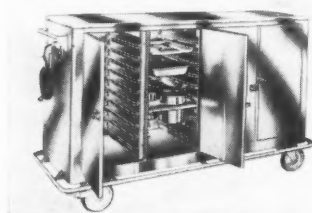


Do you wish: ☐ Free portfolio illustrating all models
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men and women.

The catalog highlights two new patterns in women's dress uniforms. One uniform features chain-stitched inserts of a deep shade in the color of the body of the dress. The inserts are used in the yoke, sleeve and apron. The uniform is of dacron-polyester and poplin. The other uniform, of dacron-polyester taffeta, has Schiffli embroidery as an accent and princess styling. Tuxedo jackets, vests and Eton jackets are shown in the men's section.

Copies of the catalog may be requested from Dept. CM, Shane Uniform Co., Inc., 2015 W. Maryland St., Evansville, Ind.



✓ Food conveyors for holding food at the proper temperature while it is transported from kitchen to service area are being marketed by Duke Manufacturing Co.

The deluxe model shown has four

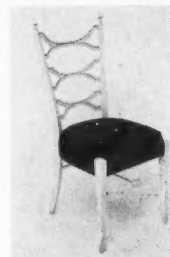
sections, each holding ten 12 by 20 by two and one half-inch pans with flat covers or 14- by 18-inch trays. The smaller model has two compartments and holds 18 trays. Each compartment operates separately so that food at room temperature can be transported along with hot food. Addition of eutectic plates keeps salads and other cold foods chilled. Conveyors are of stainless steel.

For complete information write Dept. CM, Duke Manufacturing Co., 2305 N. Broadway St., St. Louis 6, Mo.

✓ A large "a" in red and black is the package identification for the new five-gallon pail for Artloom Carpet Shampoo from Duo-Dellay.

The shampoo is highly concentrated and is made for volume use such as in club areas. It is said by the maker to be safe for all colors and fibres and to contain colorless fluorescent materials to give rugs and upholstery a fresh lustre. In addition to the five-gallon pail, the shampoo is supplied in one-gallon, 30-gallon and 55-gallon sizes.

Complete information can be obtained from Dept. CM, Duo-Dellay Products, 4201 Pulaski Highway, Baltimore 24, Md.



✓ A high-back chair #2249 with a Bentwood frame and upholstered seat in foam rubber has been introduced by Chairmasters, Inc.

The dining room chair comes in a variety of wood finishes and up-

holstery materials, either leather or vinyls. It is said by the maker to have strength to withstand hard daily use in club dining rooms.

For further information write Dept. CM, Chairmaster, Inc., 200 E. 146 St., New York 51.

✓ "Brands of the West," a booklet telling the story of the growth of Yellowstone bourbon as it relates to the history of the West, has been produced by Glenmore Distilleries Co., Louisville.

The booklet contains the history of cattle branding, with illustrations of brands and information about the ranchers who use them. Included in the 20 pages of the booklet is a chart of brands and how to read them.

Copies of the booklet are available from Dept. CM, Yellowstone Division,



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Send me further information and suggested itineraries on your Club Travel Plan.

Name Title

Club Name

Address City Zone ... State ...

Glenmore Distilleries Co., Yellowstone Gardens, P. O. Box 568, Louisville 1, Ky.



✓ Six-ply absorbent cellulose coasters-soakers for use under glasses and cups are now on the club market.

Offered in attractive stock designs, with or without name of club imprinted, the coasters also can be obtained in special designs with imprints in desired colors.

Samples are available from Dept. CM, B.H. Jordan Co., 64 E. 8th St. New York 3.

✓ A new lounge chair has been added to the expanding casual and summer furniture groups being produced by Troy Sunshade Co.

Called the Porta-Lounge, the new item is constructed of zinc plated steel with vinyl covers available in white, yellow or blue. Each end has five positions which lock in each position by use of heavy duty ratchet mechanism.

For more details write Dept. CM, Troy Sunshade Co., Troy, Ohio.

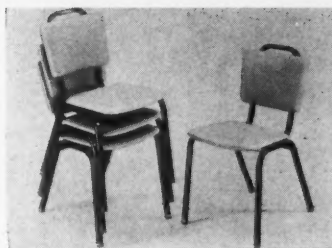
✓ A clear, non-yellowing, synthetic, water emulsion coating is said to produce a long lasting high gloss finish with a new product called Poly-Kote made by Hillyard.

Other advantages claimed for the floor polish include slip-resistance, and excellent spreading and leveling qualities. It can be buffed after cleaning to restore original luster.

For complete details write Dept. CM, Hillyard, St. Joseph, Mo.

✓ A "stack" chair for budget installations has been added to the Tri-Par Manufacturing Co. line.

The Model 6000 will stack eight to



ten high for convenience in storage. The chair comes in a variety of upholstery fabrics to blend with different decors, and can be used in club lounges, swimming pool or sports areas. Nylon bumpers, spotted along the inner frame, protect the finish of the chairs, when stacked. The frame has a hand-hold for moving or stacking. The chair is 31 inches high, 17 inches wide and 22 inches deep.

For further details write Dept. CM, Tri-Par Manufacturing Co., 5005 W. Armitage Ave., Chicago 39, Ill.

✓ A new 100-page general catalog illustrating a complete line of steel equipment products for clubs and business has been released by Lyon Metal Products.

For a free copy write Dept. CM, Lyon Metal Products, 1 Plant Ave., Aurora, Ill.

Who served all that Bourbon?



Generations of Americans have served I. W. Harper... since 1872. Bottles have changed but never the quality... it's always a pleasure!

I. W. HARPER
since 1872
THE GOLD MEDAL BOURBON

BOTH KENTUCKY STRAIGHT BOURBON WHISKEY. 100 PROOF BOTTLED IN BOND AND 86 PROOF - I. W. HARPER DISTILLING CO., LOUISVILLE, KY.

Write advertisers you saw it in CLUB MANAGEMENT: JUNE, 1961

Modern as tomorrow!
...Priced for today's budget!

KRUEGER All-New FIBERGLASS CHAIRS



No. 3201 ARM CHAIR
Black or Chrome steel legs



No. 3101 SIDE CHAIR
Black or Chrome steel legs

Curved and shaped to body contours, Krueger's Fiberglass chairs help raise the standards of seating comfort — add colorful warmth and beauty to any room setting. You can tell a Krueger chair by its rich, smooth finish — free from seat "bumps", because the leg attachments are molded-in as an integral part of the one-piece fiberglass body. These chairs offer seating flexibility, too, because you can stack or gang them (Model 3001) . . . and mix or match their softly hued decorator colors of Sand Beige, Shell Coral, Evening Gray, Turquoise and Parchment.

UNSURPASSED FOR DURABILITY . . .

Krueger Fiberglass is virtually indestructible, is color permanent and cleans like new. The strong tubular steel legs are wobble-free and built to last a lifetime! In short, these chairs are terrific . . . and priced far below what you'd expect to pay for such permanized quality.

Write for colorful new descriptive brochure showing actual Fiberglass colors.



KRUEGER
METAL PRODUCTS • GREEN BAY • WISCONSIN

Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

June, 1961

- 15—Withholding tax and Federal Insurance Contributions Act taxes: The sum of tax withheld from wages during May, 1961, and employee tax and employer tax under the Federal Insurance Contributions Act for May, 1961, if more than \$100, payable to an authorized depository. Return on Form 450.
Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended January 31, 1961.
- 30—Tax on membership dues, initiation, transfer and assessment fees, admission, and other excise taxes for May, 1961, if more than \$100, payable to an authorized depository. Return on Form 537.

July, 1961

- 15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during June, 1961, and employee tax and employer tax under the Federal Insurance Contributions Act for June, 1961, may be remitted to an authorized depository. Return on Form 450. If this option is exercised, Form 450 must be filed in time to permit authorized depository to return validated Form 450 prior to filing return for second quarter of 1961.
Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended February 28, 1961.
- 31—Withholding tax and Federal Insurance Contributions Act tax: Return for second quarter of 1961 due and tax payable. Return on Form 941. Attach validated Forms 450 to return.
- Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions and other excise taxes for June, 1961, if in excess of \$100, may be paid to an authorized depository. Return on Form 537. If this option is exercised, Form 537 must be filed in time to permit depository to return validated Form 537 prior to date for filing return for second quarter of 1961. Otherwise, return for second quarter due and tax payable. Return on Form 720. Attach validated Forms 537 to return. If return is accompanied by depository receipts showing timely payment of tax for the entire quarter, due date of Form 720 is extended to August 10, 1961.



WOODMONT COUNTRY CLUB Nashville, Tennessee

Appetizer or Soup

Iced Tomato or Orange Juice Half Grapefruit Grenadine
Marinated Herring in Sour Cream Egg Moscovite
New England Clam Chowder
Cream of Chicken Soup Valenciennes

Entrees

Pompano En Papillote A La Louisiana 3.25
Rainbow Trout Saute Amondine 2.75

Broiled Florida Lobster Tails, Drawn Butter	3.50
Bavarian Sourbraten, Potato Pancake	3.00
Roast Prime Rib of Beef Au Jus	3.50
Roast Young Wisconsin Goose Au Cointreau, on Wild Rice	3.50
Russian Shashlick of Lamb A La Kaspia	3.25
Broiled Sweetbread Virginienne Sous Cloche	3.25
From The Broiler, 20 Minute Wait	
Prime Strip Sirloin Steak, 14 oz.	4.75
Prime Filet Mignon, 8 oz., Mushroom Cap	3.75

Vegetables

Baked Idaho Potato	Brussel Sprouts Au Beurre
French Fried Potatoes	Yellow Squash

Salads

Tossed Green Salad, Victor Dressing
Artichoke Hearts and Grapefruit Salad,
Chiffonade Dressing

Desserts A La Carte

French Buttercrust Rolls Chantilly50
Cocoanut Cake50
Cheese Cake with Strawberries50
Peach Pie35
Parfait50
Apple Pie35
Ice Cream30
Cherry Pie35
Sherbert30

Coffee Tea Milk

WAVERLEY COUNTRY CLUB

Portland, Oregon

GRILLE MENU

The Salad Bar

Chef's Salad Bowl—Mixed Greens, Shrimp, Cubed	
Cheese, Crisp Bacon, Hard Cooked Eggs	1.50
Luscious Tomato Stuffed with Shrimp,	
Crab or Chicken Salad	1.50
Fresh Fruit Salad (In Season) Topped with	
C-O-O-L Mint Sherbet or Cottage Cheese	1.50
Dungeness Crab or Shrimp Louie, Waverley	1.75

The Sandwich Bar

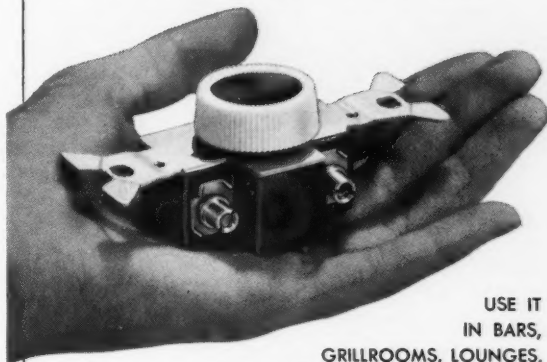
Beefburger on Toasted Bun70
Ham and Egg70
Bacon, Tomato and Lettuce75
Grilled Cheese50
Virginia Baked Ham60
Monte Cristo: Ham, Turkey and Cheese	
Dipped in Egg and Grilled	1.25
Cheeseburger80
Club House	1.25
Breast of Turkey75
Grilled Cheese and Tuna80
Cold Prime Rib of Beef80
"Po Boy"—Beef, Ham, Cheese on French Bread	1.15
A Quarter Pound Tenderloin Steak Sandwich	
with Green Salad and French Fries	2.00

LUNCHEON MENU

Cream of Corn Soup25
Ham & Asparagus Souffle, En Casserole	
Mixed Fruit Salad	1.35

Tenderloin Steak Sandwich Mixed Green Salad,

Light dimming now practical in every room



USE IT
IN BARS,
GRILLROOMS, LOUNGES,
SMALL DINING ROOMS, GUEST ROOMS,
CARD ROOMS, STAIRWAYS, ENTRYWAYS

Dreamliter costs less, fits standard switchboxes

Now you can easily and economically add the warm, hospitable effect of controlled light dimming to many more rooms in your club. You no longer have to cut a special hole and mount an over-sized box in which to install an expensive and bulky, old-fashioned dimmer.

Dreamliter, the new electronic light control, is small enough to fit in an ordinary single wallbox. The price is only \$24.95. Yet this new miracle of modern solid-state electronics provides complete, stepless control of any incandescent lighting circuit up to 600 watts. Any electrician who can install a common two-way switch can install a Dreamliter. No special carpentry is needed.

Dreamliter is ideal for small rooms in your club. Or several can be teamed up to handle larger rooms.

ASK YOUR ELECTRICAL CONTRACTOR

If he doesn't have new Dreamliter yet, write or have him write our Customer Service Department.

Dreamliter

from **Electro-Solid Controls, Inc.**

8017 Bloomington Freeway • Minneapolis 20, Minn.

WHEN YOU NEED LEMON JUICE DO YOU HAVE TO:

	YES	NO
Squeeze lemons and pay the high cost of labor and materials?		
Dissolve crystals that do not dissolve so easily?		
Combine bottles "A" and "B" to make a gallon?		
Add a frothing ingredient to put attractive heads on the drinks?		
Use a frothing product containing Saponine, banned in many states?		
Pay more than 1/2c per cocktail for a lemon flavored drink base?		
If you are using FROTHY MIXER your answers are all		NO

Since 1863



"Don't
Squeeze—
Use Fee's"

EVEN MORE IMPORTANT:

Which frothing lemon cocktail base gives greatest satisfaction? FROTHY MIXER can prove itself, only if you try a free sample.

WRITE TODAY!

Fee Brothers 114 FIELD ST.
ROCHESTER 20, N. Y.

"BINGO KING"



FOR FUN and MONEY

Inject some fun and excitement into your Club Activities, with weekly or monthly "GOOD BINGO" Parties.

"GOOD BINGO" offers you one of the best ways of bringing in your Members and Guests every week—everyone can have a lot of fun—and if your Treasury needs money, "GOOD BINGO" has proved to be the easiest and fastest way to bring it in.

Over 150,000 printed words with hundreds of Party Bingo Ideas, certain to make your Parties successful, go to you no charge.

Airmail for complete details and free Samples—you'll be glad you did.

THE "BINGO KING" CO., INC.

Department 103
Denver Phones—SU 9-1821 (the new, fast service, "5 Phone" Hook-up)
LITTLETON, COLORADO, U.S.A.

French Fried Potatoes	2.00
Grilled Calf's Liver Bordelaise, Rasher of Bacon Whipped Potatoes, Green Beans, Francaise	1.35
One Half Avocado Stuffed w Shrimp Salad Chilled Sliced Tomato Wedges & Hard Cooked Egg	1.50

Desserts

Apple or Blueberry Pie30
Chocolate Chip Layer Cake30
Wild Mountain Blackberry Sundae35
Caramel Nut Sundae35
Peach Ice Cream Cake30
French Vanilla Ice Cream25
Mint Sherbet25

UNIVERSITY CLUB

Milwaukee

LUNCHEON

SOUP AND APPETIZERS

Fresh Fruit Cocktail50
Cotuit Oysters	1.00
Tomato or Vegetable Juice30
Cream of Tomato Soup30-.50
Cream of Fresh Asparagus, aux Croutons25-.45
Shrimp Cocktail85
Cherrystone Clams85
Oyster Stew with Milk 1.25 - Cream	1.40
French Onion Soup35-.60
Consomme Pastina25-.45

PROTEIN DIET

Prune Juice or Consomme Clear 10 Cents Extra	
Grilled Calf's Liver and Canadian Bacon	1.85
Fillet of Striped Bass Saute, Meuniere	1.75
Zucchini Provencale	
Tossed Green Salad, Diet Dressing	
Carrots Nouvelle	
Curdolac Bread-	
Coffee, Tea or Milk	

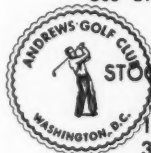
ENTREES DU JOUR

Buffet: Beef Pot Roast German Style with Potato Pancake	1.75
Buffet: Grilled Walleyed Pike, Maitre D'Hotel	1.75
Zucchini Provencale	
Tossed Green Salad	
Carrots Nouvelle	
Coffee	
A. Wheatcakes with Jones Sausages and New Apple Syrup	1.60

COASTER-SOAKERS at NEW low prices

6 plies absorbent cellulose

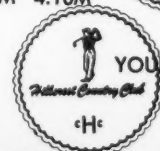
Use Under Coffee Cups and Bar Drinks



STOCK DESIGN
5M \$4.95M
10M 4.25M
30M 4.10M



STOCK DESIGN
WITH YOUR NAME
10M \$5.10M
30M 4.95M



YOUR PRIVATE DESIGN
10M \$5.50M
30M 5.35M

B. H. JORDAN CO., Inc., 64 E. 8 St., N. Y. 3

2.00	B. Braised Stuffed Green Cabbage with Lamb and Rice, Carrots Nouvelle	1.65
1.35	C. Codfish Cake with Poached Egg Bearnaise and Zucchini	1.60
	Tossed Green Salad	
1.50	D. Mixed Green Salad Bowl with Fresh Fruit and Cottage Cheese or Sherbert	1.40
	E. U. C. Green Salad Bowl with Smoked Salmon and Anchovies	1.65
	F. Assorted Cold Meat Platter Garnished U. C. Coffee, Tea or Milk	1.65

SANDWICHES

.30	1. Tuna Fish, Tomato and Egg Salad, Curdolar Bread, Cole Slaw95
.30	2. Grilled Ham, Tomato and Aged American Cheese on Toast	1.00
.25	3. Chopped Beef Steak, French Fried Potatoes	1.10
.25	4. Westphalian Ham and Swiss Cheese Whitehouse95
	Dixie	1.35-2.85
	Faxon	1.35
	Denver95
	Sardine85
	Ham70
.50	Club	1.35
1.00	Chicken	1.05
.30	Swiss Cheese65
0.50	Tartar Steak with Egg	1.35
5.45	5. Sliced Chicken, Bacon, Lettuce and Tomato with Roquefort Dressing on Rye Toast	1.35
.85	6. U. C. Julienne Chicken, Smoked Tongue with Russian Dressing	1.10
.85		
1.40		
5.60		
5.45		

DESSERTS

1.85	Deep Dish Strawberry and Rhubarb Pie30
1.75	Apple Pie30
	Old Fashioned Strawberry Shortcake45
	Baked Apple30
	Baked Pear30
	Fresh Sliced Pineapple35
	Stewed Figs35
	Chocolate Cream Pie30
	Toasted Pecan Layer Cake30
	Date-Nut Squares a la Mode30
	Schaum Torte a-la Mode with Strawberries45
1.75	Fruit Compote40
1.75	Sliced Banana30
	Stewed Prunes30
	Stewed Rhubarb30
	Fresh Strawberries in Cream35
	Sliced Oranges35
	Stewed Apricots35
	Grapefruit35
1.60	Lemon, Orange or Raspberry Sherbert30
	Ice Cream:	
	Vanilla, Chocolate, Mint, Butter Pecan or Coffee35
	Spumoni45
	Chocolate, Butterscotch or Hot Fudge Sundae40
	Rum Parfait50
	Egg Nog Ice Cream40
	Strawberry Parfait50
	Strawberry Meringue Glace45
	Choice of Domestic Cheese35
	Peppermint Stick Ice Cream35
	Assorted Ice Cream35
	Nesselrode Parfait50

BEVERAGES

	Coffee20
	Ice Tea or Ice Coffee25
	Certified Keystone Milk15
	Demi Tasse15

SERVE FOODS AND BEVERAGES

PIPING

OR ICY

H COLD

in LEGION'S VACUUM STAINLESS STEEL SERVICE WARE

Now...room service, banquet service, cabana and pool side service can be supplied from the kitchen to point of service at perfect serving temperature for hot foods and beverages, or refrigerator cold for ice cream and cold drinks.

Breakfast orders of bacon and eggs are served as ordered... hot foods do not cook during service. No unpleasant heating fuel odors... the fire danger is eliminated. Cold foods are served icy cold without the need of messy ice.



INSULATED BOWL

Legco VAC10 5" diameter 2 1/4" depth 10 oz. capacity. Note nesting style flat tray illustrated, available with dome cover.



DRI-HOT* Plate Legco 1509 HP available to fit plate size from 7 3/4" to 10 3/4", O.D.*Pat. Pend.



VACUUM PITCHER Legco VH10 5 1/4" high 4" wide 10 oz. capacity. Other sizes and styles available

HOTELS-MOTELS... perfect orders for breakfast—eggs, sausages, wheat cakes, coffee, juice are served to guests without the need of bulky apparatus or rolling carts. Meal service can be provided without elevators... it is all on the waiter's tray.

CLUBS—Pool side and cabana service, locker room service, presented safely without breakage in Legion stainless steel vacuum service ware.

HOSPITALS—Soups, vegetables, milk, juice, brought to your patient's bedside on a tray at the same temperature as ordered by the dietitian. Stainless steel offers maximum sanitation and lifetime usage.

LEGION manufactures a full line of stainless steel ware in a wide range of sizes for every need. Write for literature and prices.



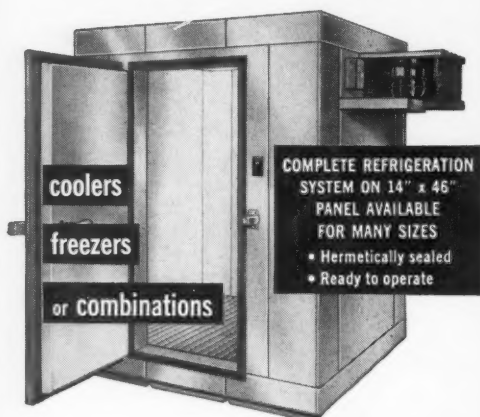
LEGION UTENSILS CO., INC.

21-07 40TH AVENUE, LONG ISLAND CITY 1, NEW YORK

Representatives: SEATTLE, CALIFORNIA, MIAMI BEACH, CHARLOTTE, N. C.

Bally walk-ins

Aluminum or steel sectional construction



Sanitary! Strong! Efficient! You can assemble any size cooler, freezer or combination in any shape from standard sections. Add sections to increase size as your requirements grow. Easy to disassemble for relocation.

Bally Case and Cooler, Inc., Bally, Pa.

Get details—Write Dept. CM-6 for FREE book.

CHEESE OF ALL NATIONS

Successful "Hospitality Program"

HAS INCREASED PROFITS

For Club Management Members - -

FROM THEIR FIRST ORDER!!

SPECIAL \$25 PLAN EXCLUSIVELY FOR CLUB MANAGEMENT SUBSCRIBERS

We send you our nationally advertised GOURMET ASSORTMENT of 12 exotic imported cheeses—a generous weekly supply. We also include suggested display plan, attractive descriptive identification cards and colorful little flags of all nations.



JUNE SPECIAL!

4 1/2 Lb. bowl of new, exciting Saber Club Cocktail Provolone Cheese in Chianti wine, with 2 lbs. of imported thin sliced German pumpernickle, \$5.95 ppd.

Write, 'phone or telegraph Phil Alpert TODAY!

Ask for our FREE 1961 CHEESE ENCYCLOPEDIA, listing more than 500 varieties.

CHEESE-OF-ALL-NATIONS

235 Fulton Street, New York 7, N.Y.
REctor 2-0752

Hot Chocolate25
Choice of Tea20
Postum or Sanka25
Buttermilk15
Luncheon Served in Private Dining Rooms 10 Cents Extra	

FISH

Grilled Lake Superior Whitefish, Maitre d'Hotel	2.00
Filet of Pike Saute in Skillet	1.75
Filet of Sole with Seafood, Marguery	2.00
Supreme of Whitefish Saute Meuniere Almondine	2.25
Baked Lobster Thermidore	2.75
Broiled Whole Chicken Lobster, Drawn Butter	2.25
Sea Scallops Sautes Provencale	1.75
Lobster in Chafing Dish Newburg	2.50
Mixed Fried Seafood, Ravigotte Sauce	1.75
Baked Oysters Clarenton	1.65

ENTREES

Chicken Tetrizzini	2.00
Minced Chicken and Spinach au Gratin, Florentine	1.75
Veal Scaloppini, with Spaghetti Milanaise	2.00
Scalloped Chicken and Oysters	2.25
Lamb Chop Saute with Chicken Livers, Robinson	2.50
Breaded Jumbo Sweetbread, Horseradish Sauce, with Asparagus Tips	2.00
Beef Tenderloin Ragout a la Minute, Buttered Noodles	2.50
Chopped Tenderloin Steak with Banana, Chutney Sauce, Sauteed Potatoes	1.85
Veal Cutlet, Breaded, Vienna Style	2.00
Spaghetti with Meat Sauce, Bolognese	1.60
Eggs Benedict	1.50
Shirred Eggs with Virginia Ham and Sweet Potatoes ..	1.50
Omelette with Jelly au Rum, Flambe	1.25

FROM THE GRILL

Half Fresh Dressed Chicken	1.60
Pork Chop: Single 1.00; Two	1.80
Minute Steak U. C.	3.00
Ham Steak	1.75
Calf's Liver and Virginia Bacon	1.50
Lamb Chop: Single 2.00; Double	3.00
Filet Mignon Bernaise	4.00
Sweetbread and Virginia Ham	2.25
Mushrooms and Virginia Ham	1.75

VEGETABLES

Baked Egg Plants, Provencale40
Cauliflower Polonaise40
Spinach in Cream35
Stewed Tomatoes35
Stringless Beans35
Green Peas35
Lima Beans40
Asparagus60
Corn35

CHEESE

American or Cream40
Swiss or York State40
Camembert45
Roquefort45

POTATOES

Hashed Brown or in Cream40
Boiled Parsley20
French Fried30
Lyonnaise40
Mashed30

.25
.20
.25
.15
Extra

2.00
1.75
2.00
2.25
2.75
2.25
1.75
1.65

2.00
1.75
2.00
2.25
2.50

1.85
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1.80
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3.00
4.00
2.25
1.75

.40
.40
.35
.35
.35
.35
.40
.60
.35

SALADS

Salad Bowl, Chicken or Shrimp U. C.	1.50
Lettuce, Tomato or Cucumber40
U. C. Mixed Green Salad50
Crabflakes a la Louis	1.75
Chicken Supreme	1.90
Lobster	2.50
Shrimp	2.50
Fruit50

DRINKS

Pot of Coffee25
Postum or Sanka Coffee25
Wern Farm Milk15
Demitasse15
Malted Milk25
Choice of Tea25
Chocolate, Whipped Cream30
Buttermilk15

MINIKAHDA CLUB Minneapolis LUNCHEON

Gulf Shrimp Cocktail	1.00
Little Neck Clams85
Honeydew Melon45
Chilled Tomato Juice30
Fresh Vegetable Soup30
Dungeness Crab Cocktail75
Herring in Sour Cream50
Cantaloupe40
Half Grapefruit35
Hot Beef Bouillon30
Jellied Consomme or Tomato Madrilene, Vichyssoise ..	.40
Panfried Filet of Fresh Wall-eyed Pike—Lemon Butter	
Green String Beans	1.35
Fluffy Omelet with Diced Virginia Ham—Spiced Peach	
Broiled Eggplant	1.35
Roast Beef Sirloin—Bordelaise Buttered String Beans ..	1.45
A Curry of Flaked Turkey with Rice, Casserole Broiled	
Eggplant	1.40
Grilled English Rumpsteak—Bercy Butter, Long Branch	
Potatoes	1.70
Tossed Garden Greens—Choice of Dressing	
Fresh Fruit Salad	
DESSERTS—Apple, Cherry, Lemon Meringue Pie30
Sherbert—Lemon, Lime, Raspberry30
Ice Cream—Peppermint, Black Walnut, Coffee, Rum	
Cherry35
Fresh Strawberries60
Nesselrode Parfait50
Frozen Chocolate Eclair45
Watermelon40
Frozen Strawberry Snowball50
Ice Cream Pie, Raspberry Sauce50
Iced Tea30
Coffee, Tea, Milk, Sanka25

Subscribe to

CLUB MANAGEMENT

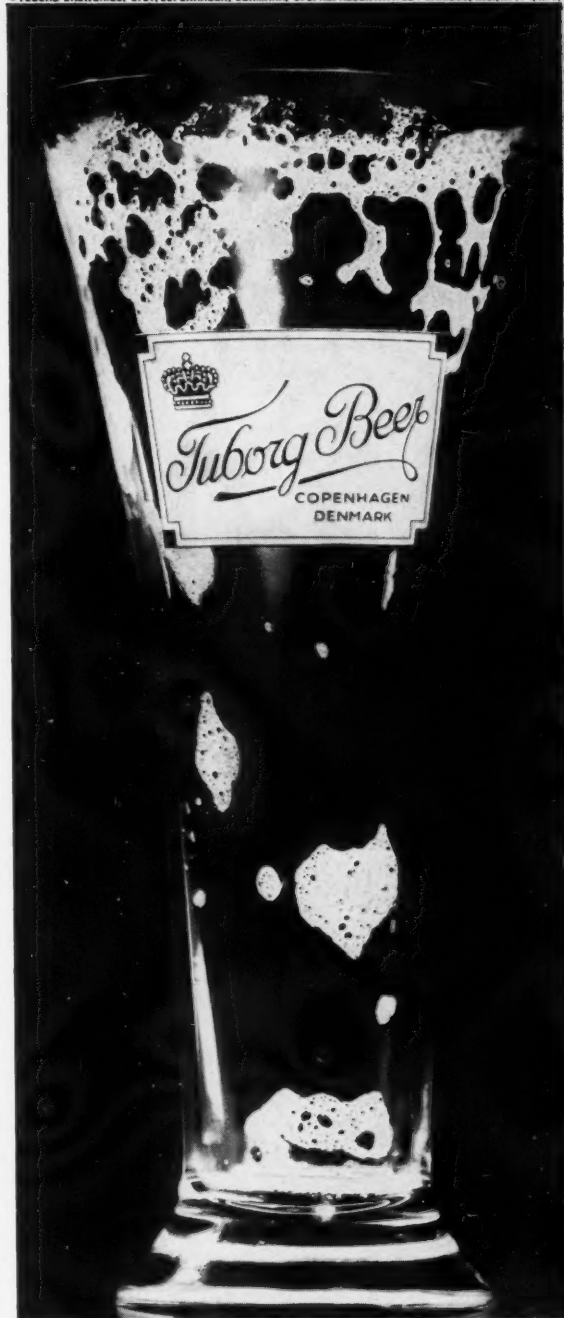
for your club lounge

Let your members see the national
magazine for club executives . . .

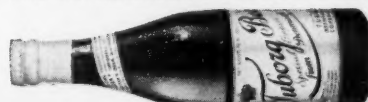
\$3 for One Year

Write: Club Management
408 Olive St.
St. Louis 2, Mo.

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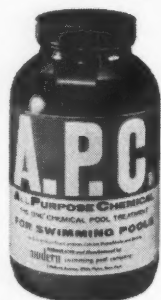
Write advertisers you saw it in CLUB MANAGEMENT: JUNE, 1961



A.P.C. ALL PURPOSE CHEMICAL

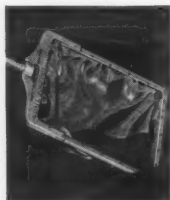
- Cuts pool care
- Cuts pool costs

- Sanitizes . . . controls bacteria
- Kills Algae and fungus . . . prevents regrowth
- "Polishes" water to sparkling clarity



One economical shot every other day treats any pool (28 oz. treats 125,000 gal.) . . . simplified buying, storage and treatment. Active chlorine . . . combined for the first time with effective algicide and clarifiers. Field tested and proven in hundreds of pools. **MONEY BACK GUARANTEE!**

Case, 12 jars (28 oz. ea.) . . . \$30.00
 40 lb. drum (Season's supply for 25,000 Gal. pool) . . . \$46.00
 100 lb. drum (For public pool) . . . \$86.00



For A Cleaner Pool . . .

VAC. CLEANERS

A size and type for every pool from Economy residential type to super-efficient "pro" models. Works off filter or a portable pump.

LEAF SKIMMERS

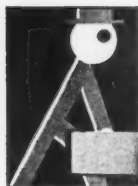
An essential hand tool for use with standard extension aluminum handle. Flat or bag types. Full metal frame for heavy-duty use.

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 Write for Catalog #6F
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Leading Manufacturers of Pool Chemicals and Equipment

MODERN SWIMMING POOL CO., INC.
 1 Holland Ave., White Plains, N. Y., White Plains 8-3932



TRUMPING THE CLUBS

(Continued from page 19)

1959 as a lieutenant commander in the Navy after 28 years of service. He has been food manager of Davis Memorial Hospital, Elkins, W. Va., since then.

Harold H. Dobbins accepted the management of Meadowbrook Country Club, Richmond, Va., April 12. He succeeds John Birchfield, who has become associated with Princeton University in a food service capacity. Mr. Dobbins formerly was manager of King James Motor Hotel, Newport News, Va.

Maj. Samuel J. Martone, food service officer at Elmendorf Air Force Base, Alaska, was installed as president of the newly organized Anchorage, Alaska, Branch of the Food Service Executives Association at a recent meeting held at the Elmendorf Officers Club.

Other officers are: Terry Taylor, Hofbrau Restaurant, first vice president; Maj. Gustav Kraft, USAF, second vice president; Bill Quinn, Anchorage Westward Hotel, treasurer; and Maj. E. W. Skerke, USAF, secretary.

Ray Ewing, international executive secretary of the organization, presented the charter to the chapter.

Major Martone is a past president of the organization's New York City Branch.

Richard Sandford, manager of Sylva (Ohio) Country Club, sent a copy of the club's monthly publication, "The

Pivot," which he reports has been well received by the membership.

The 12-page news bulletin contains informal photos of club events, reports from various committees, listing of members winning awards and a schedule of events. A sketch of the new \$170,000 Z-shaped pool which is scheduled for completion by June 15 highlights this particular issue. There will be a junior pool and a diving pool. Two tennis courts and a children's playground are planned adjacent to the pool area.

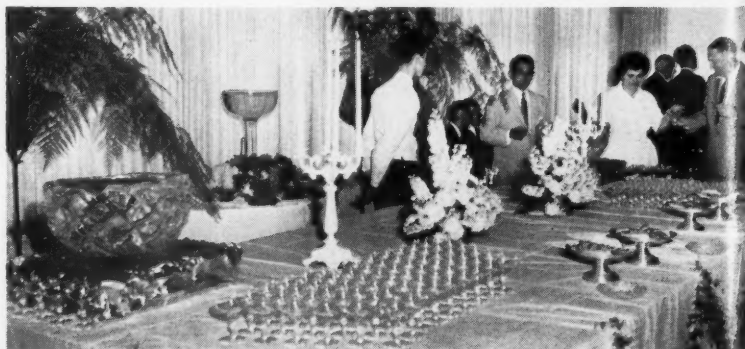
James M. Powell has taken the management reins of the Sir Walter Hotel, Virginia Beach, Va., with Mrs. Lucy F. Trafton; the two will work as a team.

Mr. Powell for the past ten years has been managing director of the Jefferson Hotel, Richmond, Va., and has about 30 years in the club and hotel management field. In Richmond he started three clubs: the Colony Club with a membership of 1,000; the Rotunda Club with a membership of 600 businessmen; and the Press Club for personnel in the field of journalism.

Richard Rogers, who worked with Mr. Powell at the Jefferson, has become assistant manager of the Sir Walter Hotel.

Peter G. Price, for five years assistant manager of Paradise Valley Country Club, Scottsdale, Ariz., be-

Charles K. Vernon, general manager of the Alcoma Golf Club, Pittsburgh, stands near the display table used at a wedding reception at the club. Imported champagne was served from carved ice bowls before a luncheon in the main ballroom. There were 250 guests attending the reception for Virginia Vollmer, the daughter of the club's secretary.





Howard Proctor, back row left, manager of the Elks Club, Olney, Ill., sends word that he is proud of the reputation the club has achieved for its fine food and service. He is shown with his staff of employees that "makes the club tick." The club recently remodeled its kitchen. Before taking over management of the Olney club, Mr. Proctor was manager of the Elks Club, Jacksonville, Ill. William Smith, Jr., second from left back row, is assistant manager.

came manager of the new Moon Valley Country Club, Phoenix, May 16.

Mr. Price has been in the club field since 1951 and is a member of CMAA.

Basil E. Evans, who retired March 31 after eight years as manager of the Peachtree Golf Club, Atlanta, died April 8 after suffering a heart attack April 1.

Mr. Evans had a long career in club and hotel management, coming to the U. S. from Wales at 18. He managed a hotel in Bartow, Fla., then went to

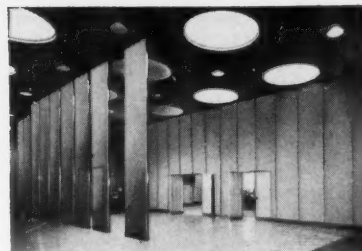
Atlanta where he was associated with the Georgian Terrace Hotel and Piedmont Driving Club before taking over the management of Peachtree Golf Club.

Mr. Evans had served as secretary and treasurer of Georgia Cracker Chapter of CMAA.

Surviving are his wife, Anne Dea; a daughter; and four grandchildren.

Clifton Coris, formerly manager of the Paradise Valley Racquet Club, Scottsdale, Ariz., for two years, has

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MUSKEGON, MICHIGAN

been appointed manager of Tripoli Golf Club, Milwaukee.

The Tripoli Golf Club is building a new snack bar and locker rooms, and plans are under consideration for a piano bar in the club lounge.

Brynwood Country Club, Milwaukee, where Norman G. Norman is manager, has plans to expand club facilities with an enclosed porch called the Cypress Terrace. The addition is to have cypress paneling with an antique finish, a beamed ceiling and windows overlooking the club's golf course.

Mr. and Mrs. John Carrigan, for nine years the management team of the Midland (Tex.) Country Club, resigned May 15. The Carrigans plan to visit their son, a Marine lieutenant, in Tokyo, for some time.

The Trunk Sewer Club, a group of men who each week in a private dining room of the Washington Athletic Club, Seattle, fortify themselves with food and drink and set out with practical determination to preserve the art of good conversation, recently was writ-

ten up in the *Seattle Times* under "Faces of the City."

Reporter John Reddin, who had been an elevator operator at the WAC while he was attending the University of Washington, wrote the article.

Kenneth Meisnest, manager of the club and immediate past president of CMAA, formerly attended all the luncheons of the group and still occasionally stops in for the meeting. The cultural group, which was started nine years ago, includes such men as Senator Warren G. Magnuson; Allan Pomeroy, former mayor of Seattle; and Superior Judge Malcolm Douglas.

Arthur L. Norton became general manager of Woodstock (Vt.) Inn April 18.

A native of Boston, Mr. Norton has had experience in the club and hotel field since his graduation from Harvard College. He has been associated with University Club of Boston; the Nassua (Bahamas) Beach Club; the Bar Harbor (Me.) Club; the Brunswick Hotel, Boston; Belmont Manor, Bermuda; and Bon Air, Augusta, Ga., among others. He is a member of Les Amis d'Escoffier.

The club's 18-hole golf course and ski facilities are scheduled for remodeling.



Lt. Col. I. R. Ungerleider is shown in front of the entrance to the Air Force Academy Officers Club in Colorado, where he recently took over as club officer.

Although the club is only three years old, Col. Ungerleider reports that several changes will soon be made in the club's facilities. What is now the bar will be converted into a "Frontier" type room in which a large fireplace will be converted to a charcoal grill at which steaks will be broiled to order. The bar will be moved to the opposite side of the clubhouse and will command a view of the Rocky Mountains looking out over the Academy's golf course.

Col. Ungerleider's job is all-encompassing, including not only planning for the entertainment of the Academy's staff officers, who are members, but the entertaining of the many dignitaries who are guests of the school.

Club managers have played a prominent role in testimony before the Texas house tax committee considering legislation on licensing of clubs.

Many have objected to a bill which would tax non-profit clubs two per cent on gross receipts. An alternate plan, getting general support from clubs, is to charge \$1 per member annually up to \$1000 per club. Speaking for this licensing bill, according to a newspaper report, were John Outland, manager of the Dallas Country Club, and Henry Barbour, manager of the Houston Club, as well as hotel and other industry leaders.

A Million Cases

Announcement has been made by Van Munching & Co., Inc., U.S. importers of Heineken's Holland Beer, that recently shipment orders for the beer to wholesalers in the U. S. reached 1,000,000 cases. For Heineken's this represents a national sales increase of 18 per cent over the same period the preceding year.

GIN NEWS

IN LONDON retail price of Booth's High & Dry Gin is 35 shillings, 6 pence—about \$5.01 at current rate of exchange. That's for 4/5 quart, 80 proof.

IN NEW YORK retail price for 4/5 quart, 90 proof, is \$4.32. Prices elsewhere in U.S.A. higher or lower depending on local taxes. Clubs of course get club prices everywhere.



It is good to know that when you buy Booth's High & Dry Gin in the United States you are getting gin made according to the same formula as the Booth's High & Dry purveyed in Britain. It is the only gin distilled in U. S. A. under the supervision of famous Booth's Distilleries, Ltd., London, England.

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NAMES IN THE NEWS

Thomas Abker has been appointed national manager of the cordial and cocktail division of Hiram Walker, Inc., Detroit, according to an announcement by Ross Corbit, president of the company. Mr. Abker joined the company in 1953 as a sales representative and was eastern division merchandising manager at the time of his appointment.

Lee Souza has been named sales manager of the Snake River Trout Co., Buhl, Idaho. The company produces 1000 Springs Rainbow Trout. Before joining the firm Mr. Souza was a special agent for the Federal Bureau of Investigation, serving in San Francisco; Washington, D. C.; Butte, Mont.; and Twin Falls, Idaho.

John I. Cervini has been promoted to assistant vice president of Standard Brands Sales Co., New York.

Formerly national institutional sales representative, Mr. Cervini joined the company in 1929. He is a director of the Partridge Club of New York, Inc., and an allied member of Food Service Executives Association, Inc.; Chefs de Cuisine Association; International Geneva Association; and the Societe Culinaire Philanthropique among others.

George J. Frankel has been elected a director of the American Distilling Co., Pekin, Ill.

The board of directors of the company also appointed Albert H. Weston as vice president and Joseph C. Haefelin as vice president in charge of production.

George K. Smith has been appointed New Jersey state manager for Great Western Producers, Inc., Hammondsport, N. Y.

Mr. Smith spent 20 years with Bel-lows & Co. before joining Great Western in 1953. The company is in its 101st year.

Joseph Garneau Ringwalt, Jr., president and chairman of the board of Jos. Garneau Co., New York import subsidiary of Brown-Forman Distillers Corp., Louisville, recently was elected to the board of directors of the National Association of Alcoholic Beverage Importers, Inc.

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WINE Pressings

by Henry O. Barbour

The White Wine of Burgundy

Burgundy was one of the greatest provinces in the old kingdom of France and remained so until the Revolution, yet she has no pronounced geographic entity, no strong natural boundaries, and no homogeneous landscape.

Part of her greatness stemmed from her location on the trade crossroad at the upper end of the Rhone-Saone Valley, west of the Alps and equidistance between the North Sea and the Mediterranean. Great lands attract great men—Charlemagne, the Ducs de Valois—Philippe le Hardy (The Bold), Jean sans Peur (The Fearless), Philippe le Bon (The Good), Charles le Téméraire (The Daring), Louis XI—all were a part of the glory that was Burgundy.

Now Burgundians celebrate their present glories, the glories of their wines, at a three day festival, *Les*

Trois Glorieuses de Bourgogne, following the food fair at Dijon each November. The features of the first day, Saturday afternoon and evening, are the ceremony and dinner of the *Chevaliers du Tastevin* at the Chateau de Clos de Vougeot, Sunday afternoon the wine auctions at *Les Hospices de Beaune* which establish the price of the new crop, and *La Paulee* luncheon Monday in the capital city for white wines—Meursault.

The white wines of Burgundy are not fruity like the sweet wines of Sauternes (Bordeaux), but most of them are more distinctive and of finer quality than the other white wines of Bordeaux, the Rhone or the Loire. It is true that there are many light white wines from the other parts of France that are as charming as the lighter white Burgundians of

the periphery regions, but none possess the breed, body, balance and bouquet of the great white wines of the *Cote d'Or*.

The *Cote d'Or* or "Slope of Gold" is a range of hills that form the western limit of the Saone Valley. These hills run southwestward from the city of Dijon and the finest vineyards are found on the lower and middle slopes, where they are sheltered from the cold breezes of the hilltops, and where they catch the sun as soon as it surmounts the Alps a hundred miles to the east. Because of their arrangement along a southwestern axis, the sun shines directly on the vines for the greater part of the day, but the grapes are spared the roasting effect experienced in the Rhone Valley.

The *Cote d'Or* is so called, it is said, because the grape leaves all turn gold at the time of harvest. A more apt reason in this era of high prices would be the value of the crop raised on this slope—the grapes for many of France's most honored wines!

The main portion of the slope is further divided into two sub-slopes: *Cote de Nuits*, the primarily red wine producing area on the north, after the principal town, Nuits, in the township of St. George; and *Cote de Beaune*, after the larger town of the two, and really the "capital" of the entire wine producing areas of Burgundy. Beaune is located almost in the center of the southern, principally white wine producing areas.

Not all of the wines from the *Cote de Beaune* are white, for here is found the famous Pommard district, as well as Volnay and Corton. But from here do come most of the fine white wines of Burgundy, particularly from the area south of the town of Meursault. The other fine white wine from Burgundy is found in the township of Chablis, across the hills in the Seine River Basin.

The grape variety responsible for the best of these white wines is the *Pinot Chardonnay*. Occasionally its first cousin, the *Pinot Blanc*, is encountered in the press houses of the classic Burgundies. *Aligote* and *Gamay Blanc* are used for the more ordinary types.

In pressing, fermentation and aging, these grapes are handled much as any other, except in bad years with little sun, cold weather and too much rain, sugar may be added to the unfermented grape juice to increase the alcoholic content of the finished wine to 11%-12%, from what might otherwise be only 8%—not enough to keep the wine sound. This is called by the

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French *Chaptalisation* after its inventor, and is strictly controlled by French law—the *Appellations Controlees* discussed in February's CLUB MANAGEMENT. The practice is encountered frequently in the vineyards of New York State, where federal law forces all wineries to have a "sugar room" for the storage of the sugar!

There are no official classifications of Burgundies such as there are of Bordeaux wines, but prices over the years have established certain *Tetes de Cuvees* or Outstanding Wines, *Premiers Cuvees* or First Vineyards, *Deuxiemes* and *Troisiemes* Cuvees or Second and Third Vineyards.

The shipper's name on the labels of Burgundy wines are even more important than on Bordeaux' for the vineyards are generally very much smaller and are on steeper slopes. Even the wines from one good-sized named vineyard area are not handled together as is a pressing of a chateau in Bordeaux, but are handled separately by their separate owners, each of whom own a portion, frequently less than an acre. Thus the fully developed, exceptional grapes from the center of the slope do not mingle their fine characteristics with that of grapes from the higher and lower slopes. Consequently there is much variation in the wines of the same township or vineyard—variation in quality and in price.

So the vineyard name, if it appears on the label, is most important. Perhaps equally important to the club purchaser is the name of the importer who has made the decision as to which grower's wines to buy this year. Of course the grower's skill is all-important, but there are so many growers in each small area that one on this side of the Atlantic must depend on the importer—and they are dependable.

Of course their buyers have preferences as to the bouquet and flavors they look for in a wine, which not always may be yours, so to be sure it is best to taste before buying.

Sound, authentic wines can be depended upon from: Chanson and Fils, H. Sichel and Son, Frederick Wildman, Alexis Lichine, Frank Schoonmaker, Henry Sumner, Bouchard, Charles Vienot, Louis Latour, Louis Jadot, Lupe-Cholet, the Comte de Moucheron, Calvert & Cie, and Maxim's of Paris, along with most of the wines of the Hospices de Beaune (which will be discussed in the future).

The principal white Burgundy wines (*represents Premier Cuvees, **represents Tetes de Cuvee):

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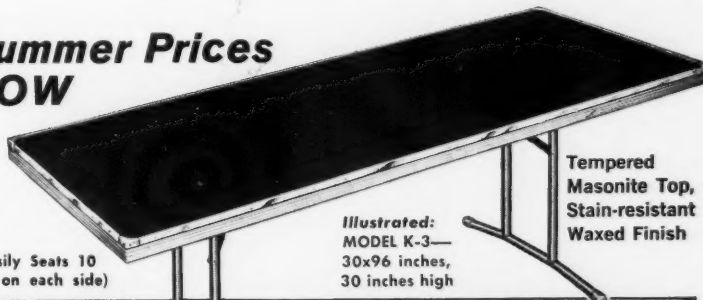
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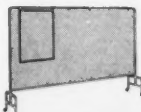
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In Pouilly-Fuisse—dry and clean on the palate, with fresh bouquet and light flavor: Chateau de Fuisse**; Le Clos**.

In Chassagne-Montrachet—big, full wines that echo the qualities of Le Montrachet: Le Batard Montrachet (shared with Puligny)*; Les Ruchottes*; Cailleret*; Morgeot*.

In Puligny-Montrachet—elegance and breed as well as fullness of body and power, a lighter version of Le Montrachet: Le Batard Montrachet (shared with Chassagne)*; Le Chevalier-Montrachet*; Bienvenue-Batard-Montrachet*; Les Combettes*; Blagny Blanc*.

In Mersault—more delicate, but still with plenty of body and fragrance, full aftertaste: Les Perrieres*; Les Genevrières*; Les Charmes*; Goutte d'Or.

In Aloxe-Corton—slightly harder and more steely than the Mersault, golden in color with a hint of cinnamon: Corton-Charlemagne**.

In Chablis—to the north and west of the Cote d'Or are found the very dry, flinty but most attractive white wines with fleeting, attractive bouquets, and austere aftertaste: Blanchots*; Le Clos*; Valmur*; Grenouilles*; Vaudesir*; Les Preuses*; Bougros*; La Moutonne*.

Vintages

As these white wines have shorter lives, let's work backward:

- 1959—excellent, needs time to develop;
- 1958—very good;
- 1957—great, except Chablis;
- 1956—some very good;
- 1955—great;
- 1954—good, but not for purchase now;
- 1953—very good, getting old;



1952—good, but don't add to list;
1951—or older, buyer beware!

This Month's Merchandiser: June, the month of brides, is also the month for anniversaries. Why not feature a free glass or bottle of champagne for each couple who celebrate their anniversary with you this month? Just like kindling starts a fire, the giveaway will start the buying of champagne. Try it!

German and French Wines

Schieffelin & Co., New York, became U. S. importers and distributor of the German and French wines of both H. Sichel Soehne and Sichel & Fils Freres March 1, according to an announcement by I. M. Bomba, vice president in charge of the wine and spirit import division of the company, and Peter Sichel, a partner in the European firms.

The German wines emphasized will be the Blue Nun line of Rhine, Moselle and sparkling wines. French wines include Bordeaux, Burgundy and Rhone.

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Air Force Club Managers Hear Experts at ADC Conference

On April 25-27 more than 90 club managers and guests gathered at the Antlers Hotel in Colorado Springs, Colorado, for an Open Mess Conference held by the Air Defense Command. Heading the meeting were R. E. Williams, chief, Open Mess Branch, HQ, ADC.; Col. Walter G. W. Clatan-

A test led off the three-day conference and again concluded the meeting which should reveal the amount of knowledge acquired by the more than 90 "students".



... CM staff photos

In charge of the ADC Open Mess Conference were from the left: Lt. Col. Robert I. Carter, Col. Walter G. W. Clatanoff and Robert E. Williams.

off, director of personnel services, HQ, ADC; and Lt. Col. Robert I. Carter, chief, non-appropriated funds division, personnel services HQ, ADC.

Tuesday morning, April 25, Capt. Alan K. Gunnell, assistant chief, entertainment, recreation and open mess section, HQ, USAF, lead off the educational program with an explanation of the controls and policies effected by his headquarters, which governs the operations of all open messes. Following, Col. J. T. Meserow, chief, management engineering division, directorate of manpower and organization, HQ, ADC, spoke on management principles. Highlight of his talk was an audience participation in what he called "Com-action," or brainstorming, to develop ideas and solutions to problems. The morning session closed with a surprise



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examination to determine what the "students" knew about clubs.

In the afternoon Bryan Blalock, vice president, Borden Co., gave an inspirational talk that earned him a standing ovation. He was followed by James Panagos, Jos. Schlitz Brewing Co., who talked about beer, its proper service and cost controls for draught service.

Wesley H. Clark, editor, CLUB MANAGEMENT, spoke about club publicity, explained various techniques used to develop special mailing pieces and told how to carry through party schemes and themes to realize the utmost from club publicity. William Ferguson, regional manager, Taylor Wine Co., gave a brief history of wine and revealed how wine sales can be stimulated at all military clubs. Jay Murphy, military sales manager, Hiram Walker, Inc., concluded the program by answering prepared questions on alcoholic beverage sales, and supervising a demonstration on the correct mixing of several drinks.

The Wednesday morning session was opened by Mr. Williams who talked about club atmosphere, following which Larry Stoller Ariston Sales Co., Ltd., discussed club decoration. Next Chief Warrant Officer A. N. Genhart, OIC facilities and equipment, personnel services, HQ, ADC, talked about facility support, following which Lewis

Shockey, chief, management branch, ADC civil engineer talked about the "Civil Engineer and the Club." Alden W. Pool, regional director, federal supply service, concluded the morning session with a discussion of the GSA as a source of supply.

During the afternoon session Capt. Gunnell talked about cost controls; E. M. Rosenthal, Standard Meat Co., discussed portion controls in meat; Wally Candler, Bingo King Co., told how to promote bingo; SM/Sgt. Coolidge White, secretary, NCO Club, Stewart AFB., reviewed employee training; and James Kappler, manager of the Colorado Springs Country Club, explained food service.

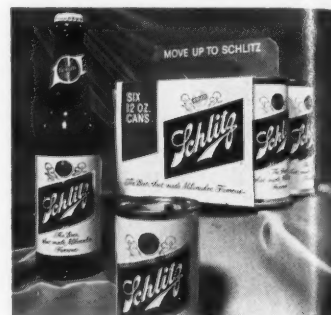
Thursday wrapped up the meeting with a morning discussion of the "Self-Insurance Program" by Lt. Col. Robert I. Carter, chief, non-appropriated funds division, personnel services, HQ, ADC; "The Central Accounting Office," by Thomas Smith, deputy accounting and finance officer, Ent AFB; "Financial Assistance," by Lt. Col. Jack A. Denison, assistant director, personnel services, HQ, ADC; and "The Resident Auditor's View," by Major Harry L. Whitman, USAF liaison auditor, ADC.

In addition to the educational sessions there were several get-acquainted hours plus a trip through the Air Force Academy. ■ ■

Modern Dress

A modern new label has been designed for Jos. Schlitz Brewing Co., Milwaukee, to strengthen the company's emphasis on the label as an important marketing tool.

The label makes more use of white space and incorporates a simplified



Schlitz globe framed with scroll lines. A more modern script is used for the slogan. Body labels on bottles are rectangular instead of rhomboid-shaped to contrast with the central rhomboid. The white and red six-pak top has a side spear which serves as a quantity marker.

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Recipes for "Dishes That Are Different"

By Ilma Lucas Dolan
California Food Research Institute

The exclusive, intimate atmosphere of private clubs gives members the feeling of having a home away from home. Not least among the comfort and enjoyment of this atmosphere is good food.

Appetizers, salads and desserts are of interest and provide "finishing" touches, but entrees are really the piece de resistance and are designed to satisfy the inner man.

Cleverly prepared meatless entrees appeal to women as well as men. Souffles are exceptionally delectable when they contain slices of luscious ripe olives to give them texture, extra flavor, as well as pleasing color contrast. Cheese and tomato rarebits garnished with diced roasted almonds are eye catching and give welcome crunchiness to otherwise completely soft-textured food.

Chops and steaks prepared to order, juicy roasts are ever on the popularity list, but when they are served with a special gravy, spiced apricot whole fruit nectar sherbet, or a mustard-butter sauce, they make history. Fish with a sharp tartar sauce with chopped ripe olives and chopped roasted almonds is a favorite.

Turkey, a practical favorite with club chefs, produces many servings and many satisfied members, providing some tempting variations are introduced. "Special Club Turkey" is a

popular entree with its layers of tender turkey, asparagus, sauce and crisp chopped or ready diced almonds.

Special Club Turkey



(24 servings)

Ingredients	Amount
Butter	4 ounces (½ cup)
Flour, sifted all-purpose	3 ounces (¾ cup)
Milk	1½ quarts
Salt	2 teaspoons
Worcestershire sauce	1½ teaspoons
Tabasco sauce	¼ teaspoon
Cheese, sharp American, grated	10 ounces (3 cups)
Turkey, thinly sliced cooked	3 pounds
Asparagus spears, frozen, cooked	3 pounds
Almonds, chopped or ready diced	7 ounces

Melt butter and blend in flour. Stir in milk

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and salt, and cook, stirring frequently until mixture boils thoroughly and is thickened. Add Worcestershire sauce, Tabasco sauce and cheese, and stir over low heat until cheese is melted. For each portion arrange 2 ounces of turkey over 2 ounces asparagus. Top with $\frac{1}{4}$ cup sauce and sprinkle with almonds. Broil until lightly browned on top. Serve at once.

"Cornmeal Chicken Pie" introduces the unusual. Chicken pie is always a good seller, convenient to have ready and heat at a moment's notice. It takes on new interest when served with a cornmeal topping over chicken cleverly combined with flavorful pitted ripe olives to give richness and extraordinary good flavor.

Cornmeal Chicken Pie



50 (8-ounce) servings
2 steam table pans 12 x 20 or
50 (8-ounce) casseroles

Ingredients	Amount
Chicken, cooked and boned	5 pounds (5 large fowl)
Chicken broth	5 quarts
Salt	1 tablespoon
Yellow corn meal	2 pounds
Green chilies	4 (4-ounce) cans
Ripe olives, pitted	5 (#1 tall) cans
Tomatoes	1 (#10) can*
Tomato paste	1 (#2½) can*
Instant minced onion	2 ounces (½ cup)
Garlic powder	½ teaspoon
Chili powder	3 tablespoons
Salt	1 tablespoon
American cheese, grated	1¼ pounds

Cut cooked chicken into 1½" to 2" pieces. If desired a 5 pound can of boneless chicken may be used instead of fresh cooked fowl.

If canned chicken is used, use canned broth or a chicken soup base for cooking the corn meal.

Heat 3 quarts of broth to boiling. Combine 2 quarts cold broth, 1 tablespoon salt and 2 pounds corn meal. Mix well and add gradually to the boiling broth. Cook and stir until corn meal thickens. Cover and cook 20 minutes longer over very low heat, stirring occasionally.

Meanwhile, chop chilies, cut olives into wedges (reserving some whole for garnish) and grate the cheese. In a sauce pan combine tomatoes, tomato paste, instant minced onion, garlic powder, chilies, chili powder and 1 tablespoon salt. Simmer 20 minutes. Remove from heat and add olive wedges. Line the bottoms of 2 steam table pans with cooked corn meal. Add a layer of chicken pieces and one of tomato mixture. Sprinkle with half of cheese. Repeat layers, reserving a little of the corn meal for topping. Bake large pans at 350 degrees F. for 50 minutes. Bake individual pies at 350 degrees F. for 25 minutes. Garnish with whole olives and parsley.

*If desired, reduce tomatoes to 2½ quarts and use 2½ pints tomato sauce instead of #2½ can tomato paste.

"Curried Green Beans with Shrimp" is a two-in-one entree which delights members. Blue lake green beans, grown without any strings whatsoever, have tiny pods and a fresh flavor. Combined with cooked shrimp and gently seasoned with curry powder and instant minced onion, the entree gets a unanimous vote of approval.

Curried Green Beans with Shrimp



(50 servings)

Ingredients	Amount
Sliced blue lake	

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green beans 2 (No. 10) cans
Shrimp, cooked and peeled 2½ pounds
Butter 8 ounces (1 cup)
Flour, all purpose 4 ounces (1 cup)
Instant minced onion 2 tablespoons
Salt 1 tablespoon
Pepper ½ teaspoon
Curry powder 2 tablespoons
Milk 2 quarts

Drain blue lake green beans. Combine with shrimp. Melt butter and flour. Then add instant minced onion, salt, pepper, curry powder and milk. Cook and stir until thick. Add beans and shrimp. Heat thoroughly. Serve on mounds of steamed rice. Offer a variety of garnishes such as chopped almonds, ripe olive wedges, chopped eggs and chopped parsley. ■ ■

Hot Food Unit

A new hot food serving unit which can be used at pool-side, in the snack bar, halfway house or club locker room has been put on the market by Armour and Co., Chicago.

The stainless steel and aluminum unit is a means of providing a main course quickly with the use of Armour's portionized canned foods. It also gives exact portion cost control. The server contains five shelves to hold 25 eight-ounce cans; it measures 18 by 18 by 13 inches. A detachable swing-away can opener fastens on the left side, and sockets for plugging in the "hot" cups

in which the food is heated are on the right side.

Main course foods prepared for the hot server are beef stew, lima beans with bacon, chili, corned beef hash, beef tamales, beans and ham, spaghetti with meat, pork and beans, beans and beef, and chicken stew with dumplings.

The server is distributed by the Institutional Products Dept. of Armour and Co.

St. Louis Area Representative



Robert L. Weinberg, executive vice president of Marcus Ruben Uniform Co., Chicago, will be covering the St. Louis area for his firm and plans to make several visits

each year.

The St. Louis office is closed since Fred Pollak no longer represents the firm. The firm is 91 years old, and sells directly to clubs and other institutions.

Book Review

The Correct Cashier for Hotels and Restaurants, by Janet Leffler, department head of hotel technology, New York City Community College, and Salvatore Calanese, instructor at the same school, should be of value to managers, with its coverage of problems and practices of all phases of cashiering.

The book contains detailed illustrations of the National Cash Register 2000 and the NCR 42 plus registration cards, vouchers, correction sheets, reports and other items connected with cashier work.

Chapters cover such subjects as Psychology, the Correct Cashier and the Short Change Artist, Over and Above the Call for Cash, Guest Account Cards, Handling of Receipts and Disbursements, Posting Charges to Guest Account Cards, Errors and How to Correct Them on the Hand Transcript, and Transferring Charges from Completed Card.

The book is published by Ahrens Publishing Co., 230 Park Ave., New York 17, and costs \$2. ■ ■

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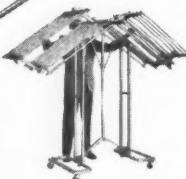
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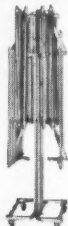


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Can You Use This Idea?

How to Make Members Aware of Club's Cost-of-Living Problems

AS an effective means of informing members on the "cost-of-living" food problems facing a club, Manager D. Robert Wilson of the Columbia Club, Indianapolis, published a memo from his desk with statistics in the club's magazine, *The Columbian*.

To make members more aware of the food cost problem he compared costs in 1940 to those of 1961. The prices on supplies included in the article are for servable portions. The breakdowns were compiled by a Horwath and Horwath food controller on exact tests of the items.

Excerpts from the article follow:

"The rising monthly cost-of-living index affects your club, as well as the individual, private business and industry . . . An operation such as the Columbia Club has to recognize its costs and try to charge accordingly in order to keep its head above water—maybe lose less comparably.

" . . . We need not mention the repetitive increases in taxes.

"A few examples of costs in 1940 compared to 1961:

	1940	1961
Lamb Chop	\$.09 each	\$.80 each
Eggs	.16 doz.	.48 doz.
Coffee	.13 lb.	1.00 lb.
Movies	.25	1.00
Carpeting	2.50 yd.	12.00 yd.
Ham	.20 lb.	1.25 lb.
Daily Paper	.02	.07
Sirloin Steaks	.46 each	2.60 each

"The hourly wage scale for construction workers as well as club employees—considering those on five-day weeks

—is familiar to all. The increase since 1940 directly affects all costs of remodeling and operation of a club.

"We are not defending the present national economy and inflation such as exists in a recession. We merely are informing the members of the financial problems confronting a club these days.

"Comparatively speaking, the Columbia Club is doing quite well. We are concerned, as you should be, but we are not worried as to the future. It is our hopeful assumption that the economy is on an upward swing.

"It is our notion that for the good of a member, his business, relaxation, entertainment and the future he should continue to support his club and be ever mindful of adding "one new member" to his credit. The more you can patronize your club, the more management is able to give you for your money.

"The more you experiment with other places for business meetings, social gatherings and that 'evening out' for the family, the more you decrease the volume of income to your club.

"Despite the greatly increased cost of all types of supplies and labor, your club was able to operate in 1960 with no price increases for food, beverage, or any service. We realize that in 1961 prices will continue to increase, but by improving operation efficiency, and with more support of our members, we will be able to lower or, at least, maintain the present price levels—for the ultimate benefit of the membership."

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Wine Company Addition

Ground has been broken and construction is underway for a new grape crushing and press building, and adjoining boiler to increase facilities of Taylor Wine Co., Hammondsport, N. Y.

Cost of the expansion is estimated at \$500,000, and it is scheduled for completion in time to handle the fall, 1962, vintage.

The 81-year-old firm produces annually about 2,750,000 gallons of still wines, dessert wines, champagnes and vermouths.

The new three-story building is designed with 14,400 square feet of working space for receiving, washing, crushing and pressing grapes. The German Willmes presses make it possible to return the pomace (residue of skins, seeds and pulp) to the soil as mulch, and to handle some 50 tons of grapes per hour.

A 1,000,000-gallon wine storage building was completed by the company last year.

Veal Soup Recipe

The following recipe, which is from the National Biscuit Co., makes six to eight servings.

Veal Soup

- | | |
|---|---|
| 2 tablespoons butter
or margarine | 1 large onion,
sliced |
| 2 pounds boned veal,
cut in 1-inch cubes | 1 teaspoon salt
1/4 teaspoon
pepper |
| 1 teaspoon monosodium
glutamate | 1 tablespoon
paprika |
| 2 beef bouillon cubes | 2 cups sliced
carrots |
| 1 quart boiling water | 4-ounce can
sliced mushrooms |

Melt butter or margarine; add veal and monosodium glutamate. Saute until brown. Dissolve bouillon cubes in boiling water; add to veal, along with onions, salt, pepper and paprika. Simmer covered 45 minutes. Add carrots and mushrooms with liquid. Simmer until carrots are tender. Keep hot until serving time.

Singing Headline

"A jingle in print" headline has been adopted by Van Munching & Co., Inc., New York, for its advertising campaign for Heineken's imported Holland beer. The headline reads "Heineken's Heineken's Heineken's Beer, A Treasure of pleasure, from Holland to here." The company is using the headline as its advertising schedule in national monthly publications, newspapers, radio and television.

Sales Journal

A nationwide exchange of ideas to stimulate selling has been initiated by Duke Manufacturing Co. of St. Louis with the publication of a bimonthly sales journal, *Duke Selling Briefs*.

The publication is mailed to over 4000 Duke dealers and representatives throughout the U. S. Duke manufactures food service equipment including waterless food warmers with selective heat control.

Culinary Exposition

The National Culinary Arts, Food and Equipment Exposition will be held September 23-25 at Convention Hall, Miami Beach, Fla., it has been announced by Bell & Stanton, Inc., New York public relations council of the American Culinary Federation, Inc. The exposition will be the first national event of its kind to be held in the U. S.

New York Distributor

Russell B. Douglas, vice president and national sales manager of the Taylor Wine Co., Inc., Hammondsport, N. Y., has announced the appointment of Specialty Wine Co. as wholesale distributor for the company's wines and champagnes in the metropolitan New York area. David M. Lippman continues as metropolitan sales manager.

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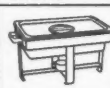
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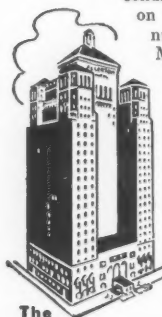
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Pre-Stuffed Poultry Available For Club Parties and Banquets

Managers faced with rising labor costs on large party and banquet operations will want to investigate a line of pre-stuffed, boneless poultry, now being offered for the first time on a nationwide basis by a San Francisco poultry house established in 1872.

Many West Coast club managers are familiar with these quality items offered by O'Brien, Spotorno, Mitchell, who now are marketing the products nationally.

Various items are available. For example, for large luncheons there is a boneless leg of chicken stuffed with almond and apple dressing. The leg comes shaped plumply round for maximum visual appeal, ready to bake and serve. The dressing includes tart green apples braised in butter as well as sliced almonds.

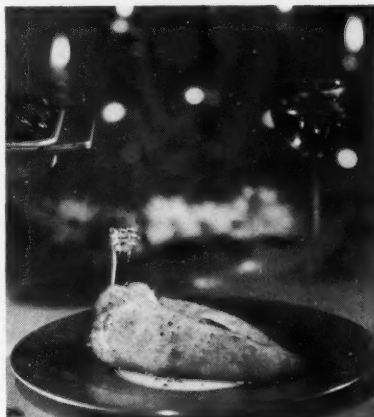
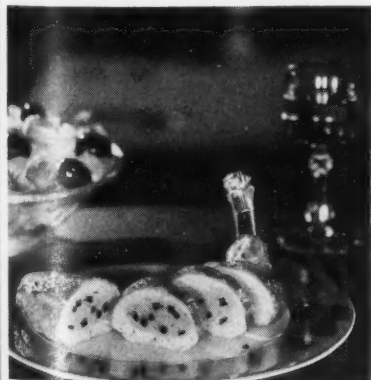
For evening banquet business there is Breast of Chicken Epicure, a boneless chicken breast stuffed with chicken forcemeat, enriched with truffles, almonds and spices.

Also ready to bake and serve is the Boneless Breast of Chicken a la Kiev, stuffed with seasoned butter.

Included in the line are boneless squab chicken stuffed with wild rice and boneless breast of chicken also stuffed with wild rice.

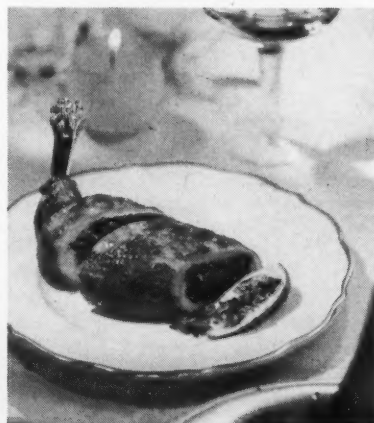
Details on the entire line are available from Dept. CM, O'Brien, Spotorno, Mitchell, 333 Clay St., San Francisco 26, Calif. ■ ■

Breast Epicure



a la Kiev

Chicken Stuffed With Rice



CLUB MANAGER AVAILABLE

Country Club manager, presently employed, available on 60 days notice. Twenty years working experience in general club operations. Would like to secure position with club offering \$10,000 a year salary. ADDRESS: Box 85-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.



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EXPERIENCED MAN AND WIFE

good health, no family, with executive as well as working knowledge in club management. Have knowledge and working experience in food and beverage control, personnel training, club organization, tournaments, convention groups, social activities and work well with all committees. Have good security record and can furnish any desired business or personal reference desired. Interested in private, public or resort management. ADDRESS: Box 86-Z, % CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

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for well-established city club of 450 members with knowledge of European cookery and ability to supervise other employees, and handle food purchasing. Full resume accompanied by photograph is required. ADDRESS: Wichita Club, Larsen Hotel, Wichita 2, Kansas.

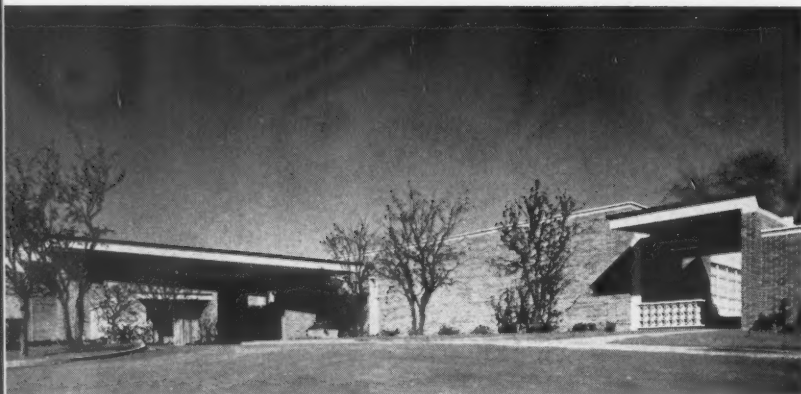
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The new Lakewood Country Club, Dallas. Entire area in front of the low, Mexican brick building is devoted to parking area.

Newest Designs In Clubs

Lakewood Country Club
Dallas



Above and below, left, are views of lounge area. Note walnut panel room dividers and recessed lighting along window wall seating areas. Below at right, part of the cocktail lounge. Azure blue and white highlight color scheme.



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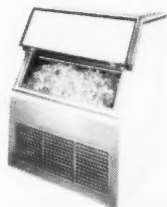
gives you up to 100 lbs. of pure, clear cubes that store themselves, stay separate and clean, last longer

3 models — 7 cube/cubelet combinations



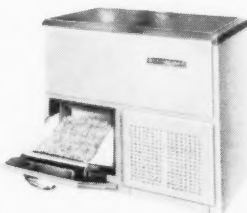
up to 450 lbs. per day CMZ-45A

All cubes, all cubelets or both with optional "Twin-Bin." 9½ sq. ft. floor area. Variable thickness: ¼" to 1".



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All cubes or all cubelets. Only 6 sq. ft. floor space. Variable thickness: ¼" to 1".



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All cubes or all cubelets. Porcelain enamel work top. 8 sq. ft. floor area. Variable thickness: ¼" to 1".

Compare this with your present cost of ice—your whole cost. Figure what it costs to buy it, handle it and store it. Include the time spent working with hard-to-handle crushed or flaked ice which has packed or frozen together. Add the cost of fast-melting ice that dilutes beverages and makes them unappetizing.

You can have a daily output of from 110 to 450 lbs. of clean, hard-frozen cubes or bite-sized cubelets, or both with optional "Twin Bin." You can have them *where* you want them, *when* you want them. They last longer, make drinks taste cool longer. And they're purer than the water they're made from!

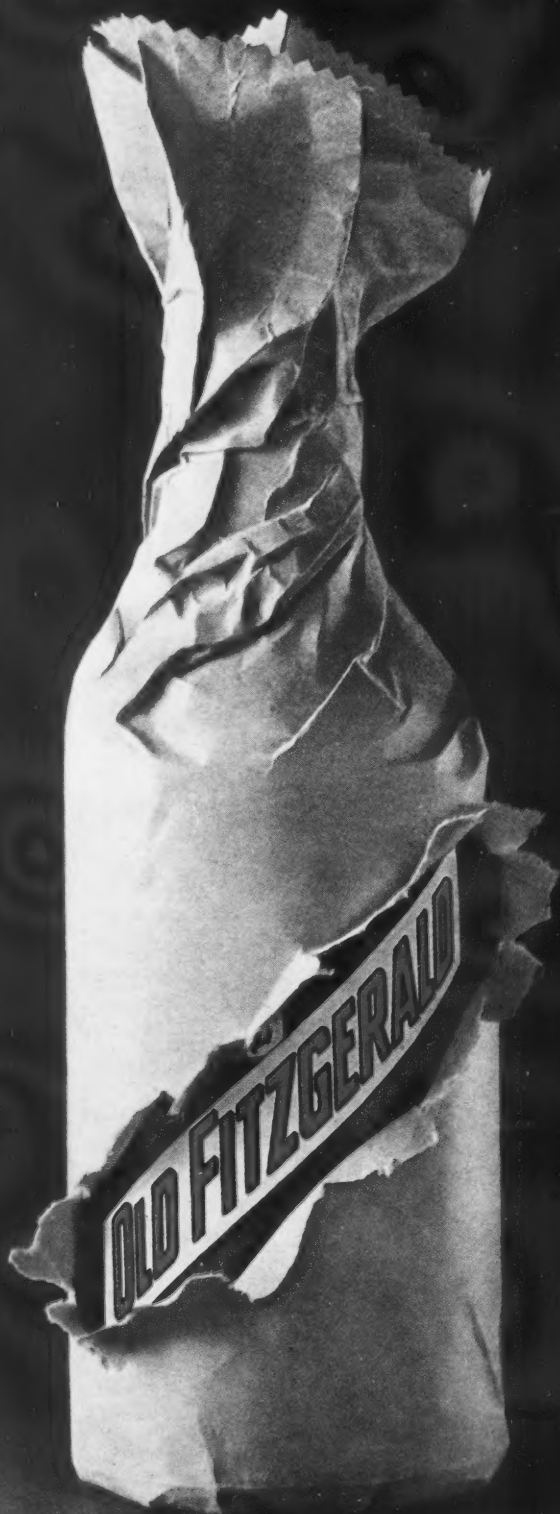
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